

Other Topic Notes:

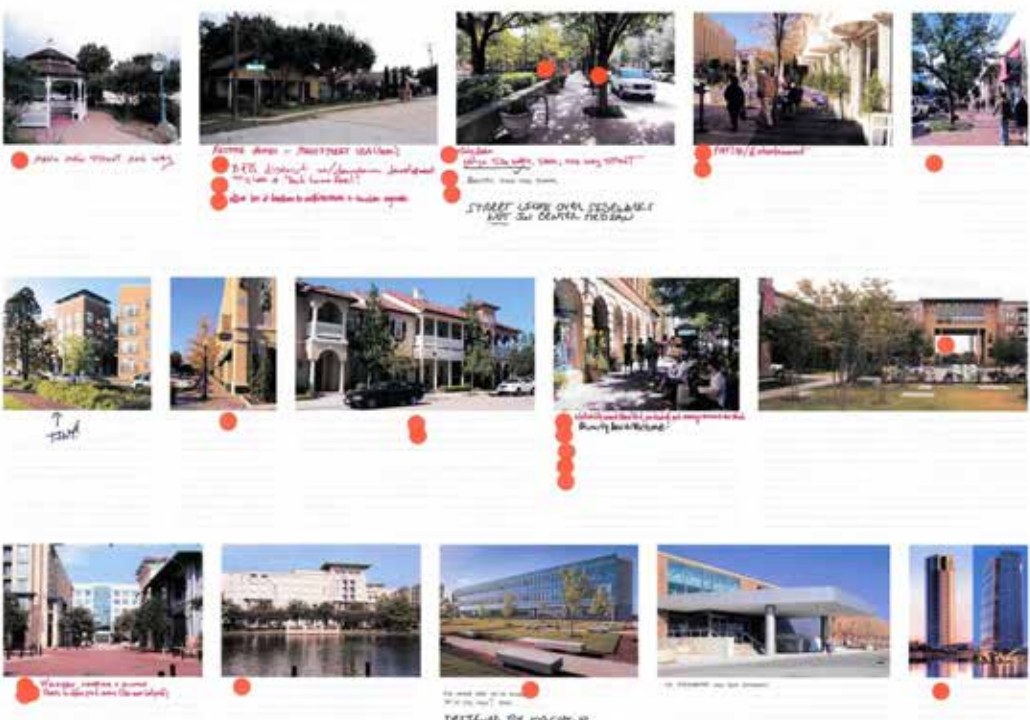
- Incorporate a vision for creating a vibrant historic downtown in Frisco. Along the lines of Bishop Arts or something similar
- Define a unique look for the entry portals into Frisco and then implement at every major thoroughfare

Vibrant & Vital Center:

Development/Activities/Investments

- Prioritize retail developments – currently have Frisco Square, Frisco Market Center, Starwood and will be doing Cowboys and Whole Foods Development. All are aiming for the same thing but the first two mentioned still haven't taken off. We don't need numerous ½ developed centers
- Frisco needs a top tier University
- Need a 21st Century Community Learning Center that attracts top tier Universities/local Universities/private and public school students, home school students – create an urban campus feel for a variety of schools and students
- Develop Chism Trail – Brinkmann Ranch
- More parks needed, including progress on Grand Park
- Beautify old downtown Frisco – awnings, storefronts, trees
- Create outdoor shopping centers with multi-family living – like Shops of Legacy
- More businesses along with restaurants and shopping in downtown Frisco to attract people all times of day
- Splash park for families

COMMUNITY OPEN HOUSE - DRAFT



Make Main Street one way

Restore homes – Mainstreet USA (goal)

B&B district with downtown development to give a “back home feel”

Allow lots of freedom to architecture to stimulate regrowth

Entry Fixture

Large sidewalks, shade, one way street

Beautiful street tree program

Street lights over sidewalks not in center median

Patios/Entertainment

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FRISCO
COMPREHENSIVE PLAN
UPDATE

**A VIBRANT &
VITAL CENTER**

ADDITIONAL NOTES:

City of Frisco - April 10, 2014


JACOBS 

Image Notes

Row 1 – Image 1

- Make Main Street one way
- 1 Dot**

Row 1 – Image 2

- Restore homes – Mainstreet USA (goal)
- B&B district with downtown development to give a “back home feel”
- Allow lots of freedom to architecture to stimulate regrowth

3 Dots

Row 1 Image 3

- Entry Fixture
- Large sidewalks, shade, one way street
- Beautiful street tree program
- Street lights over sidewalks not in center median

5 Dots

Row 1 Image 4

- Patios/Entertainment

2 Dots



Row 1 Image 5

1 Dot

Row 2 Image 1

- Tiny

Row 2 Image 2

1 Dot

Row 2 Image 3

2 Dots

Row 2 Image 4

- Walkability around Grand Park, particularly pedestrian crossings across 6 lane streets
- Quality Architecture

5 Dots

Row 2 Image 5

1 Dot

Row 3 Image 1

- Walkable shopping and dining
- Pavers to define pedestrian areas (like near ballpark)

3 Dots

Row 3 Image 2

1 Dot

Row 3 Image 3

- Has anyone ever set or enjoyed any of this space? Stark
- Designed by machine. Make it look natural
- The building is not a visual attraction

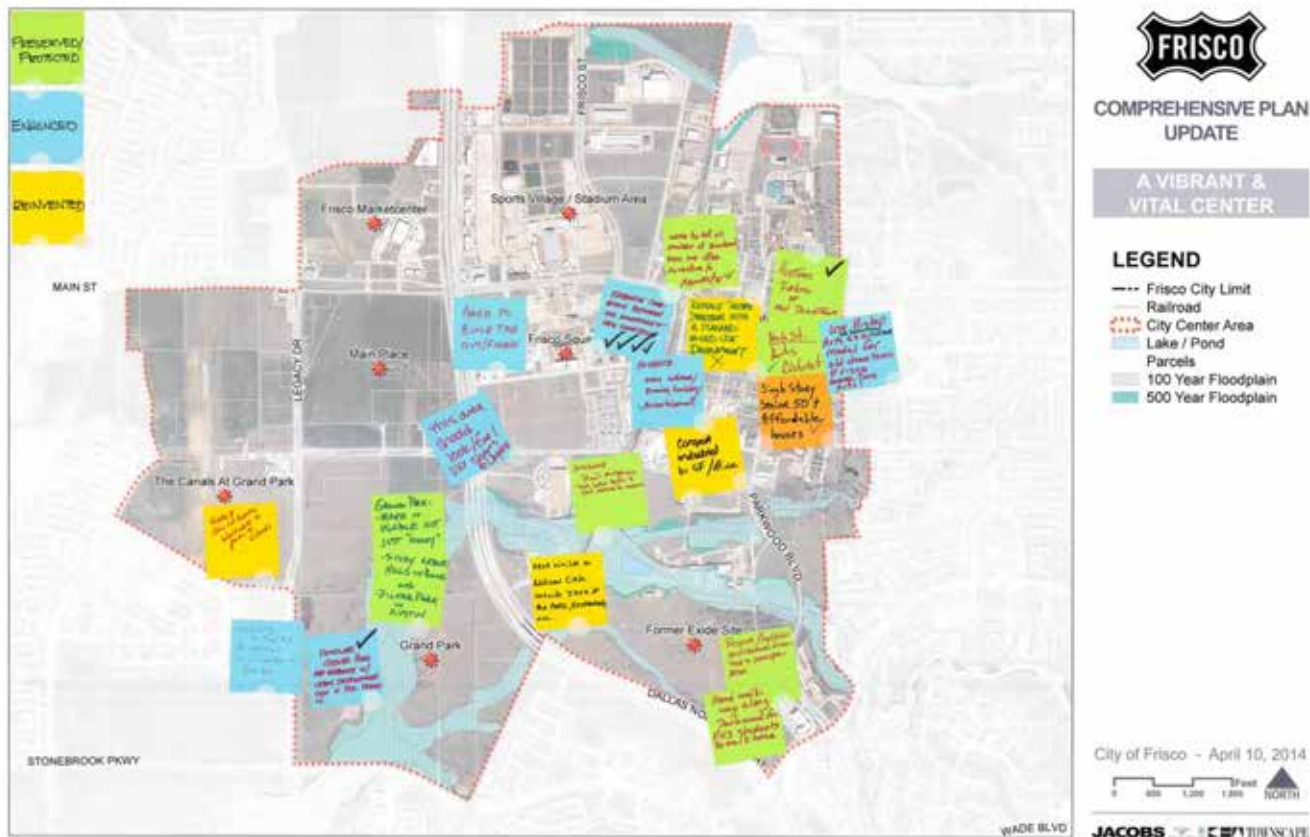
1 Dot

Row 3 Image 4

- Too disconnected and auto dominant

Row 3 Image 5

1 Dot



Map Notes

Preserved/Protected

- Need to get all owners of downtown buildings and offer incentive to renovate - v/v
- Historic fabric of old downtown - v
- Main Street – Arts District - v
- Preserve Rail Museum
- Have better auto and pedestrian access to museum
- Grand Park: Make it usable not just “showy” – Study Arbor Hills in Plano and Zilker Park in Austin
- Preserve floodplain and natural areas – trees and some open areas
- Need walk-way along Parkwood for FHS students to walk home

Enhanced

- Need to build this out/finish
- Enhance connection between old downtown and new downtown - v/v/v
- Enhance more outdoor/evening/walking/entertainment - v
- This area should look/feel like Shops of Legacy
- Use Bishop Arts or downtown McKinney model for old downtown Frisco – awnings, trees, arts
- Accessibility to Grand Park for pedestrians. Let us walk/bike to Grand Park
- Develop Grand Park and enhance with urban development that is pedestrian friendly - v

Reinvented

- Replace “Historic” downtown with a planned mixed use development - v

COMMUNITY OPEN HOUSE - DRAFT

- Single story senior 50+ affordable houses - ✓
- Convert industrial to SF/office
- Area similar to Addison Circle outside Jazz in the Park, restaurants, etc
- Water and zero lot homes walkable to parks and schools

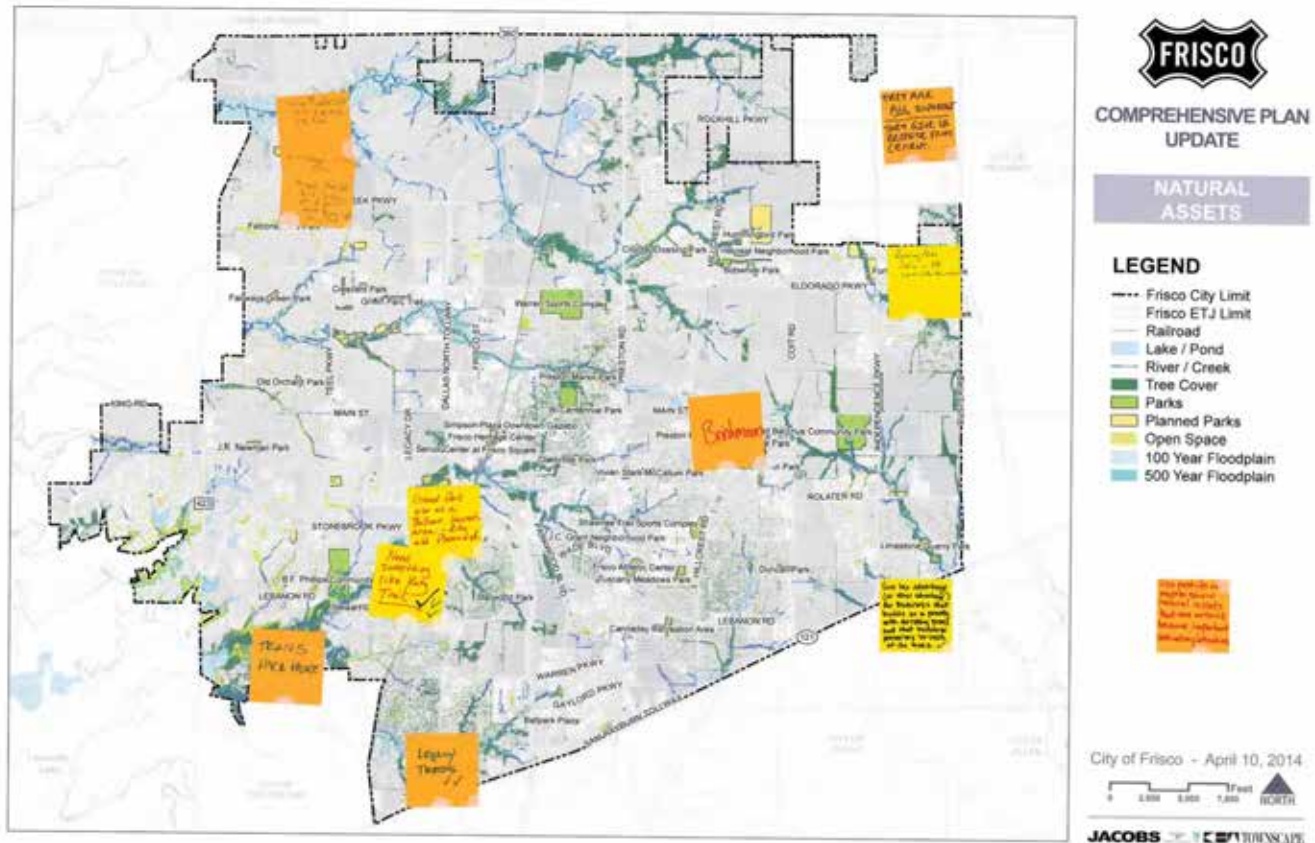
Natural Assets:

How can Frisco make the most of Natural Assets?

- Protect pretty farmland/pastures - ✓✓✓✓✓✓✓✓
- Water reservations
- Trees - ✓✓✓✓
- Hike/bike trails. More mountain trails - ✓✓✓✓✓
- Parks adjacent to elementary schools. XX # of people throughout the city
- New development is lacking
- Give incentive to businesses to preserve and plant trees - ✓
- Consider transferable development rights to allow landowners to receive value for open land vs currently only way to receive value is to sell/develop - ✓✓
- Have an area for blue bonnet pictures and pumpkin patch
- Nesting stations for birds in parks, HOA areas and even urban areas (owls vs rabbits) - ✓
- Communities with bar ditches (more “rural”)
- Have a designated area (maybe by the community garden) for classes that teach how to have a garden in your backyard (self-sufficiency) - ✓

What steps should Frisco take to be sustainable/resilient? (green building/renewable energy?)

- NW Frisco floodplain has a potential to create a mixed use development tied into the 380 Frisco N hall and community park to create a managed habitat and bird sanctuary
- Arboretum or conservatory (Grand Park or elsewhere/Brinkmann Ranch) - ✓✓✓
- Use natural terrain to work into hike and bike trails - ✓✓✓✓
- The tribute already doing green building.
- Education on how irrigation should be used - ✓
- Rainwater use and education to residents
- Rail system – transporting people downtown, new park, old downtown - ✓

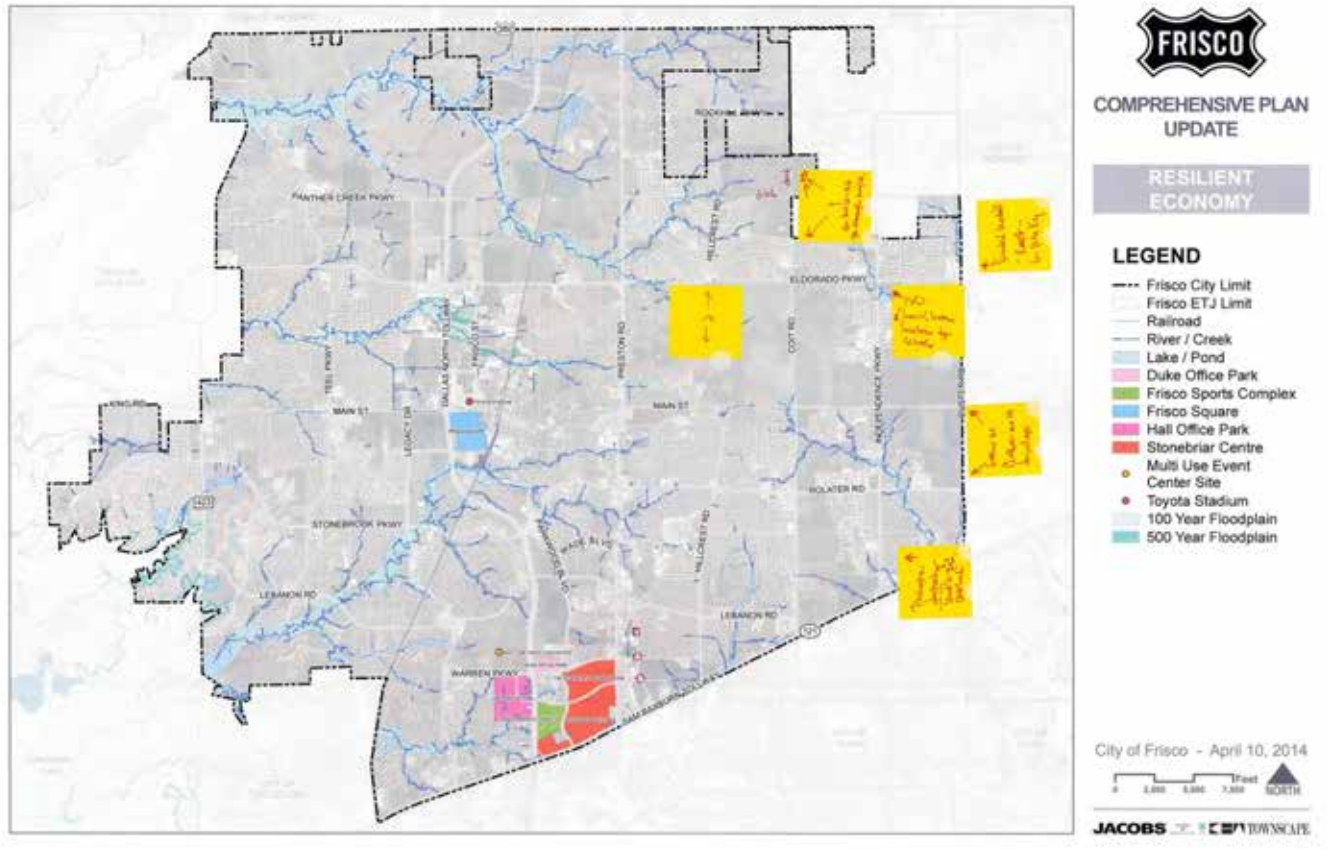


Map Notes

- Include Frisbee golf – dirt bike course – hike bike - vvv
- Flood plain – Managed habitat bird sanctuary per \$ spent most economic impact of any park
- They are ALL important – They give us respite from cement.
- Running/bike trails in NE corner (other than sidewalk)
- Brinkmann
- Give tax advantage (or other advantage) for business that builds on a property with existing trees and that business preserves 90-100% of the trees - v
- Trails hike and bike
- Need something like Katy Trail - vvv
- Grand Park use as a balloon launch area – like old Plano did
- Legacy trees - vv

Resilient Economy:

- Provide ability to develop housing desirable for younger workforce
- Main Street designation
- What can't slip
- Protect floodplain
- Lots of stay at home workers – give them a networking/hub
- Educational extension programs
 - UT Austin – Training for companies
 - SMU – Executive MBA'S
 - Collin Co CCD – Campus
 - Collin Co CCD – Expansion?
- Education CRTs connected with incubators
- Incubator space for small business
- Late night hour – Regulation hard to attract younger people
- Frisco has outstanding development of areas like Frisco Square, Cowboys Forum, Hall Office Park, Grand Park, Sports Village. Now we need to connect them and entice and encourage a sense – district identity/unique i.e. Grapevine – it is a seamless destination
- Sports marketing
- Small business in old town – Main Street
- Main Street – diagonal parking
- Preserve older buildings
- Downtown advisory board
- Needs someone at top
- Demonstration project with housing
- 8/11 Wine bar
- Incentives not regulations



Map Notes

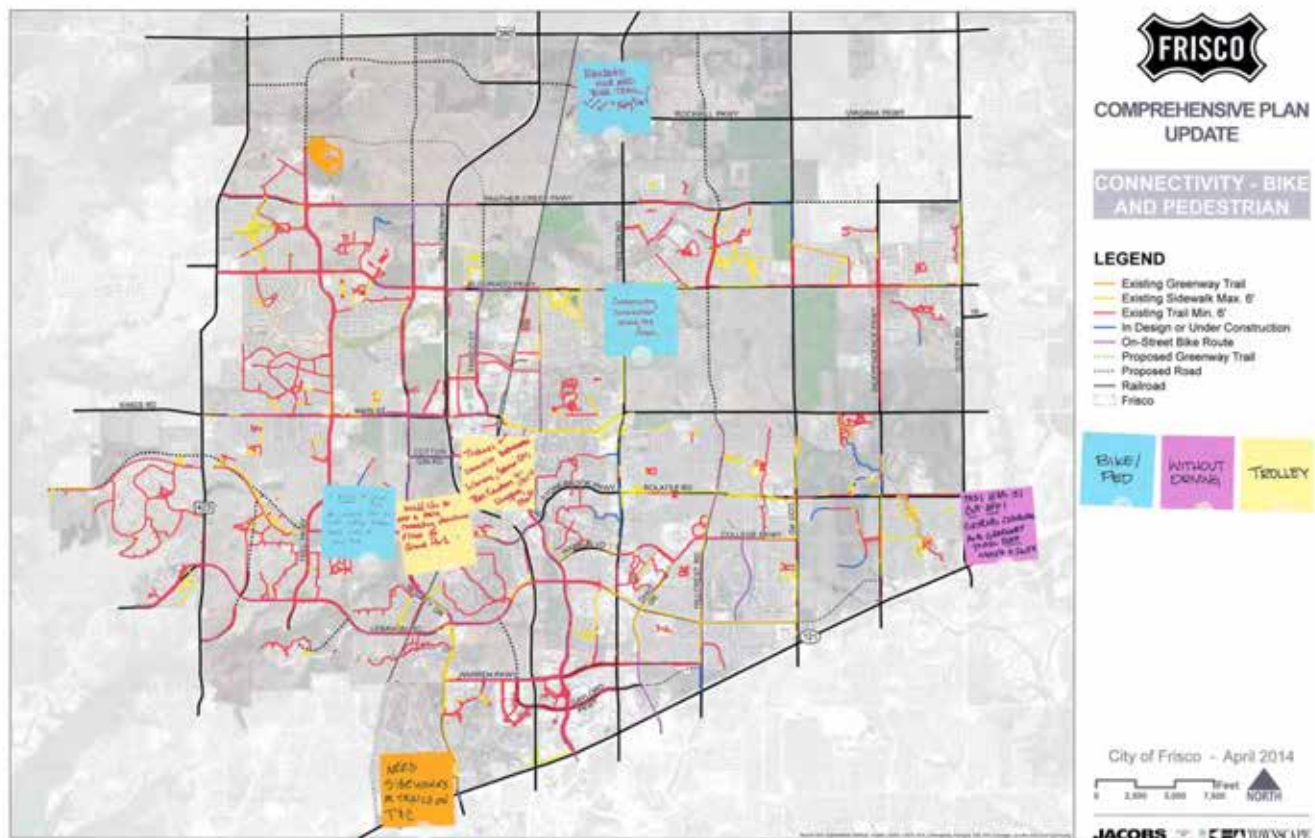
- ISD – how to choose locations for schools
- Retail sales are lost to McKinney since no commercial development along Custer
- As development continues to grow east plan for retail along Custer

Connectivity:

- The connections between developments need to provide a flow instead of box-like development.
 - Continuous look/feel of some form of path
 - Don't let the roads separate this character
- Don't focus just on moving people – give them something to do/see along the way
- Trail heads and gate entry monuments
- Cooperation with The Colony to make hike/bike trails from Frisco to the lake
- Rec center should be connected and built within subdivision vs commercial
 - Kids should be able to walk within their neighborhoods to the center for safety (Addison Athletic Center or Fritz Park)
- Trolley service connecting downtown, museums, etc. at Frisco Square and Grand Park
- Local public transit route
- Limit number of 6-lane thoroughfares
- Focus on intersection redesign – Frequency of need

COMMUNITY OPEN HOUSE - DRAFT

- Legacy South of Warren/Parkwood between Warren and Gaylord – Beautiful road still able to handle traffic
- Preston Road-Congestion keeps residents from stopping/shopping along the road
- Avoid increased congestion by maintaining green areas around Preston Road
- Change emphasis – car mobility at expense of all else to use streets that people will use instead of acting as traffic sewers
- Some kind of sound barrier for neighborhoods from 121
- Focus on corridor design
 - Natural road landscapes
 - Pedestrian realm – lighting/sidewalks



Bike and Pedestrian Map Notes

Bike/Ped

- Railroad hike and bike trail – “Katy Trail” - vvV
- Greenway connection along the creek
- A bridge to Grand Park for residents that are within walking distance. Reduce traffic to Grand Park

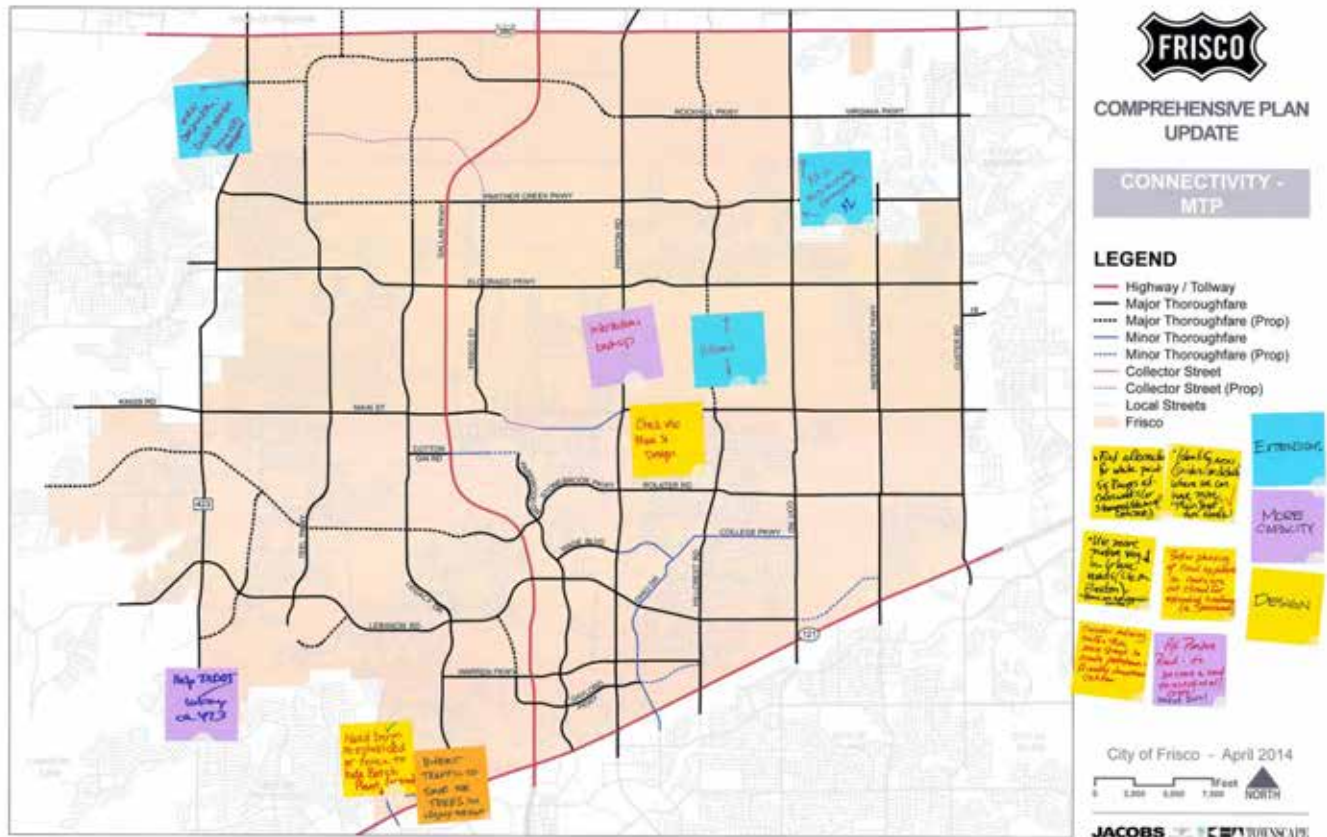
Without Driving

- This HOA is CUT OFF. Extend sidewalk and Greenway Trail both North and South

Trolley

- Would like to see a train connecting downtown Frisco to Grand Park
- Trolleys connect between Library, Senior Center, Recreation Center, Sports and Shopping malls
- Need sidewalks or trails on T&C





MTP Map Notes

Extensions

- Under construction – Rockhill Extension – Frisco Hills development
- Fill in this missing connection - v v
- Hillcrest

More Capacity

- Intersections backup
- Help TXDOT/Colony on 423
- Fix Preston Road – it's become a road to avoid at all costs! Drive Don't!

Design

- Need berm re-established or fence to hide Batch Plant (or Trees) - v
- Divert traffic to save the trees on Legacy median
- Check into Main Street design
- Find alternative for white paint Eq. pavers at crosswalks (or stamped/stained concrete)
- Identify areas (corridors or districts) where we can have more "Main Street" type roads - v
- Use more native vegetation in 6-lane roads (like on Preston)
- How can we repair curbs?
- Better planning of road expansions so roads are not closed for extended time frame (ie. Stonebrook)
- Consider reducing traffic through Main Street to create pedestrian friendly downtown center

COMMUNITY OPEN HOUSE - DRAFT

Distinctive Community Identity:

Distinctive Identity

- Keep doing what it's doing - VVV
- More jobs that are career jobs
- Vibrant old downtown (OTC) - VVVVV
- Old town – more like McKinney or Spring, Texas or Breckenridge CO or Aspen Co or StCharles Sans Riverwalk
- Minimize mega-developments (Walmart/Targets, etc) - VV
- Walkable retail/dining - VV
- Not same old restaurants – need individual owner/restaurants - VV
- Get the next generation involved, taking ownership to retain a distinctive identity, hometown pride
- “Green thinking” – not too broad and becomes diluted without specifics
- Walkability
- Small town feel – more granularity to housing/green areas/commercial/industrial – not such big chunks so far apart
- Keep schools good
- Focus on SW Gateway to provide distinction for visitors coming from DFW airport (instead of car dealerships)
- Equestrian Center – trails (park and rec), boarding
- Roundabouts – Fountains - V
- Good looking corridors (overlay districts) – DNT,121, 380, Legacy, 423, Custer

Iconic Features

- I raised my kids near the water tower
- Water features
- Sculptures – Cattle and horses
- The arts
- Trees - VVVV
- Museums
- Old and historic buildings – historic downtown - V
- Museum of the American Railroad - V plus a dot
- Green space – a remembrance of old - V
- Downtown/walkable unique restaurants - VV
- The old snow cone place - V
- Keep the plan centered around districts – old historic walkable, conveniences on thoroughfares, open space green acres
- Legacy is the gateway into Frisco, keep the tree lined median streets
- Main Street arts district
- Grand Park/Canal District - V plus one dot
- Grain silos – Beer Garden - VVVV
- Trees – Trails (water features)
- Bike trails – present new mountain bike trail = thumbs up V
- Walkable – connected
- Christmas lights/festivities – make sure these can continue as Frisco Square develops



COMMUNITY OPEN HOUSE - DRAFT

- DNT driving North – Gateway – lighting, lakes. East side from ballpark to Warren – Frisco Bridges plus one dot

Great Neighborhoods

- Safety – able to walk/play in street
- Connection to parks/trails
- Utility/implement traditional neighborhood frameworks
 - Community vs 6-lane divided roads between individual subdivisions
 - More street connectivity
 - No cul-de-sacs (at least very few)
 - Don't force curvilinear streets
- Streets connecting neighborhoods have unlit sidewalks because all the streetlights are down the median, soon to be blocked by the trees as they mature. Street lights need to be on the sides over the sidewalks
- Less demanding HOAs
- Sidewalks – nice neighborhoods - v (some in need of repair - v)
- Consider survey results from west Frisco
- Centers for congregation
- Nature/jogging/horse trails
- Safe pathways for kids to walk home from school - vvvv
- Strong HOA's
- Sidewalks, meandering green zones, random open space
- Update street repair within neighborhoods
- Schools within neighborhoods/walkable with very few apartments
- Great neighborhoods are up of friendly people
- Continue curvilinear streets
- Developers should maintain the lands natural “topography” – (not fill in creeks or flatten out – cut trees) - vvvv
- Libraries (local)
- Larger lots for homes



COMMUNITY OPEN HOUSE - DRAFT



Image Notes

Row 1 – Image 1

Row 1 – Image 2

1 Dot

Row1 – Image 3

- Cattle and horse sculptures

1 Dot

Row 1 – Image 4

Row 1 – Image 5

4 Dots

Row 2 – Image 1

4 Dots

Row 2 – Image 2

3 Dots



COMMUNITY OPEN HOUSE - DRAFT

Row 2 - Image 3

Frisco Schools

1 Dot

Row 2 – Image 4

Row 2 – Image 5

2 Dots

Row 3 – Image 1

1 Dot

Row 3 – Image 2

Row 3 – Image 3

2 Dots

Row 3 – Image 4

Row 3 – Image 5

7 Dots

Row 3 Image 6

Nature

1 Dot





Map Notes

Help Neighborhoods

- Future trails across tracks
- HOA does good job now
- Very little retail in Eastern side of Frisco
- Integrate water with luxury zero homes
- North Legacy right lane needs smoothed/vv
- Panther Creek – developed park – foul mouthed teens 4-10 pm – air rifles
- Willow Pond – John Hickman – finish connecting Legendary
- Oak and Maple – sidewalk repairs
- Heather Ridge – sidewalk repaired
- Apartments at 121 in LISD – sever disruption – they want to be in LISD
- Road behind field house - connected

Resolve Issues

- Close off the “cul-de’sac” at Cajun Drive creeks on Coit
- Trails of west Frisco Golf course
- Bury power lines to preserve many Red Dale trees on Lebanon between Ohio and Hillcrest
- Trails – resolve creek erosion.
- Keeping fighting against power lines
- Need parks/trails

COMMUNITY OPEN HOUSE - DRAFT

Life/Long Community:

What will make Frisco attractive to people of all ages?

- Venues for party rental, receptions, etc. - VV
- Live music/the arts/culture - VV
- Support for student arts
- Sponsor student competitions – regionals, nationals – look at Herman Park in Houston. Miller outdoor theater is very cool. Lots of good activities on the weekends.
 - Science
 - Arts
 - Music
 - Sports
- Diverse housing types
- Sustainability
- DART station (train) - V
- Have free rental bikes with Frisco I.D. – “Like a Google campus” Bike around town - V
- 21st Century education centers open to all ages – high school students, college, graduate level, continuing ed. for all ages
- More distinctive local restaurants vs chains - V
- High quality mixed use like Waters Creek, Shops of Legacy - VVV
- A “Klyde Warren” park with activities for all ages - V.
- Outdoor stage for concerts - VV

What will make Frisco attractive to out-of-town visitors?

- Affordable hotels
- The arts - VVV
- Lots of distinctive non-chain restaurants near popular areas that are affordable - VVVVVV
- Hotels with walking activities/live music/food - VVV
- Non-traditional hotel clusters – “Frisco, the place to stay when visiting North Dallas” – attract NFM/Grandscape Visitors to base their stay in Frisco
- Sports, Keep them coming - VVVVV
- Walkable areas around conference hotels that provide dining, entertainment and shopping, trolley system for events. Not just walkable integrated, seamless areas that extend through Frisco- V
- Upscale Hotels
- A destination public park with lake/water features – Arboretum meets Grand Park - VV
- River Walk
- Recognize the importance of the SW Gateway along 121
- Promote high quality development to compete with Plano (Legacy)

What will make Frisco attractive to seniors?

- Senior Center – Expansion – Enclosed pool - VVV
- More senior- oriented activities (outside of Senior Center) - VV
- 1 story homes – for seniors - V
- Golf cart crossings and use within commercial areas inside community zonesV
- Senior based living subdivisions with access design open areas – civic open spaces - V
- A place to live near a University campus



COMMUNITY OPEN HOUSE - DRAFT

- Connected (walking) Senior Living (fewer stand-alone)
- Senior conducive homes/MF integrated into “regular” subdivisions vs being segregated

What will make Frisco attractive to young singles?

- 2 am bar closings - v
- Live music - vV
- Lively downtown - vV
- Moderate night life
- I have returned to community college after a 30 year hiatus, I am surprised by the complacency of young adults with regard to feeling disenfranchised. Yesterday, my TX Gout class was excited to hear that they were old enough to run for Mayor (too late to apply this time around). Get young people excited about the political process, placements on various boards, etc. “INVOLVEMENT”
- Career oriented jobs vs. retail/restaurants, etc. - v
- Late bars, sidewalk dining districts
- Jobs with true upside
- Multi use developments with apartments/townhouses and active shopping restaurants – Shops of Legacy/Watters Creek - v
- University - v
- Business incubators connected with the campus
- U.N.T Health Science Center
- Housing they can afford
- Night life - v

What will make Frisco attractive to diverse ethnic groups?

- Affordable housing
- The arts – music, art, culture!
- Multi-cultural center - v
- International business presence – HQ, conference
- Education/learning center focused on National and International issues
 - Incubator for Frisco citizens to become “World Changers”
 - Create international organizations based in Frisco
 - Bring other in for conferences, send Frisco residents out to the world

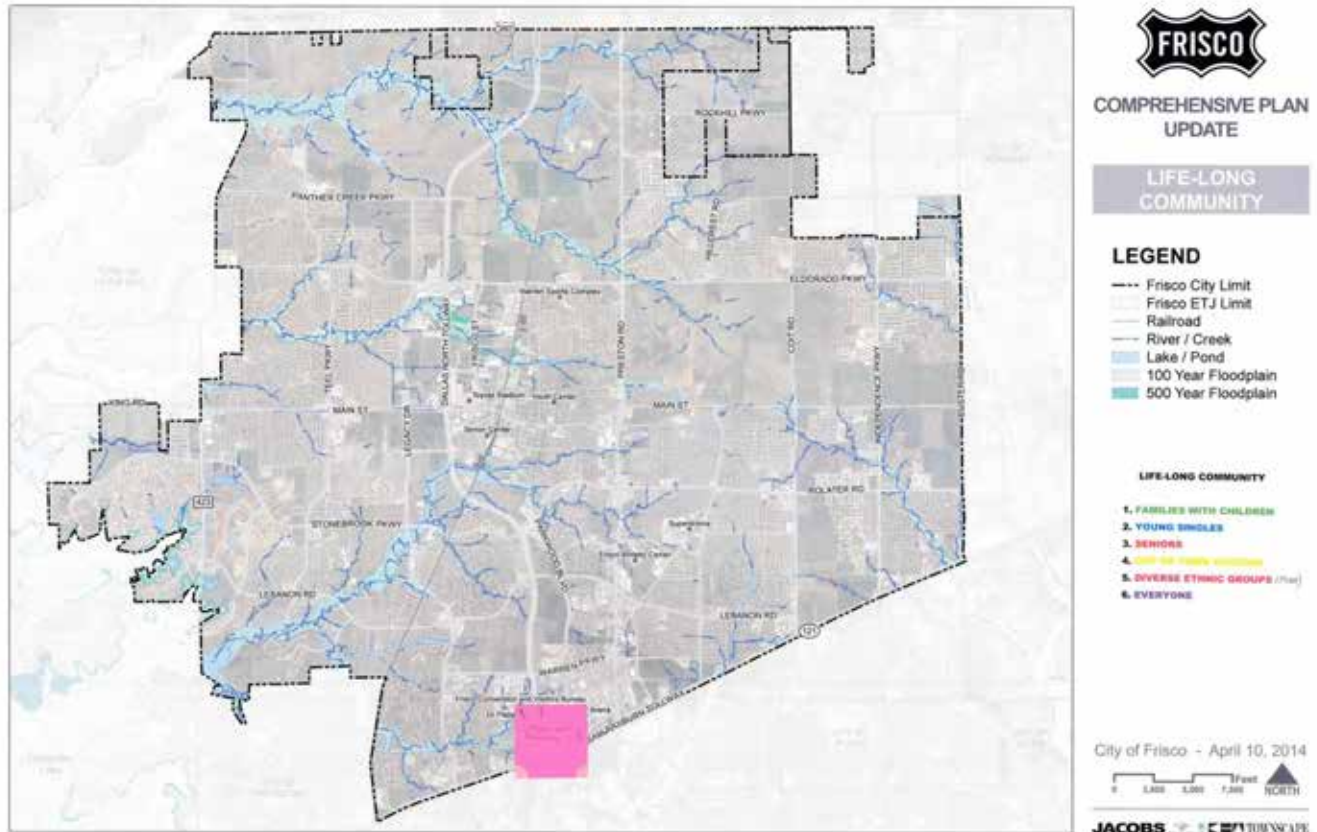
What will make Frisco attractive to families with children?

- Low-cost recreational activities - vVv
- Keep on improving our already great schools - vVvV
- More “meet the neighbor” nights - vV
- Fisd attraction, particularly between schools. Teachers leave to teach at another school - v
- Affordability, can’t move here if we can’t afford it - v
- Continue developments with family focus (e.g. Frisco commons, ice skating at Frisco Square, etc.) - vV
- High availability of quality activities
 - Music
 - Sport
 - Art
 - Open Spaces



COMMUNITY OPEN HOUSE - DRAFT

- More parks/trails (not just ball fields). More like Arbor Hills in Plano - V
- 21st Century education/learning communities. Beyond traditional school districts (combine online, in person, public, private, home school). Expand beyond current great school systems – create 1st of a kind education consortium.
- Connected neighborhoods vs subdivisions
- Place for education – flowers, butterflies, etc.



Map Notes

- International Business HQ



The first CPAC meeting was held on January 10, 2014

CPAC members were asked 4 questions:

1. What about Frisco do you want to “keep around” for the future?

- Parks & Open Spaces
- Railroad
- Sports
- History
- Balanced Tax Base
- Schools
- 1st Class Residential Development
- Job Growth
- Aesthetics (pleasant looking developments)
- Smaller School Size
- Country feel with longhorn / land
- Small Town Feel
- Friendly
- Tree-lined Boulevard Entrances (Legacy / Stonebrook Pkwy)
- Homes with Porches

2. What would you like to leave behind?

- Suburban Strip Malls (even pretty ones)
- CAVE People / Narrow Minded
- 20th Century Schools
- Traditional School District Boundaries
- NIMBYism
- Battery Site
- Lack of Sidewalks & Bike Trails
- Above Ground Power Lines
- Too Many Fast Food (drive thru)
- Rear Entry Homes
- Small Lots & Narrow Streets w/ 2 car Garage
- Disconnected / Stand-Alone Developments (businesses, churches, senior housing)
- Small Dark Patios

3. Where do you go for special occasions?

- Estilo Gaúcho
- Legacy Town Center
- Restaurants on Preston Road
- 3 Stacks
- Shops @ Starwood
- La Hacienda – Feels Like Texas
- Babes
- Stonebriar Center
- Heritage Village
- Gun Club
- Frisco Square
- Stonebriar Center: One to One, Kenny’s, Cantino Loreda, Silver Fox, Italian

4. What do you think is Frisco’s best kept secret?

- Dog Park (several people agreed)
- Extreme Community Kindness
- Frisbee Golf
- NW Park
- Heritage Village
- Old Downtown
- Glorias (patio)
- Water Features
- Fishing at Centennial Park

Strengths:

- Magnet for families who value high quality education - ✓
- Diverse tax base
 - residential, commercial, retail
- Sports
- Location in N.T.
- Vision of Leadership
- Strong tax base from rising home values - ✓
- Desire for citizens being pro-active in community
- Quality-minded city staff and leaders
- FISC - ✓✓
- Highly educated/affluent
- Vital growth/remaining vital

Opportunities :

- TOD ✓
- Connect to external trails
- New “markets”
- Grand Park/Exide connection - ✓
- Town Square to downtown
- NV Corner/Natural Beauty
- Identify a trend
 - grow into it
 - we’re not the Titanic
- Fine Art Center
- University/Incubator center
 - downtown
- Corporate relocation
 - job mix
 - more residents working in Frisco
- True public park – destination Grand Park
- 380/DNT District - ✓

Weaknesses:

- Dependence of residential tax base
- Diversity – housing
 - Size
 - Design
 - Values
- Toll roads
- Fear of rising taxes
- Lack of interconnectivity
 - also lack of walkability
- Increased cost of doing business (developing fee)
- Shortage of water supply - ✓✓✓
- Office supply - ✓
- Lack overlay district – 423 and 380
- Aging infrastructure
- Once residents built – no new options
- Lack of jobs for all ages
- Lack of housing for all job types
- Traffic – becoming a concrete jungle – Parking Lots

Threats:

- Lack of affordable housing
- Too much of one kind of housing product - ✓
- Depending on the status Quo! - ✓
- Not properly designing for the future
 - ie. Traffic
- One huge miss
 - by over promising and under delivering.
 - ie. Growing too fast and missing deadlines
- Water
 - landscape
- Celina or the “next Frisco”
- Complacent with good/great 20th century school systems
- Corporations moving elsewhere
- Debt

Staff in attendance from City Manager's Office, 10 Departments, the EDC & the CVB.

The agenda included:

- Presentations on trends, market, demographics
- SWOT Exercise
- Review, discussion about maps and information on utilities, infrastructure, departmental plans
- Discussion about Strategic Direction



SWOT HIGHLIGHTS:

Strengths

- Affluent, well-educated people
- Excellent schools in Fisd
- High property values
- Good partnerships
- Great services, staff, facilities

Weaknesses

- Lack of diversity (housing types, price, demographic)
- Lack of walkability
- Much of city is same age
- Hard to keep up with growth

Opportunities

- Use open space as an asset and amenity
- Improve on suburban paradigm
- US 380 – DNT

Threats

- Housing becoming less affordable
- Too much of one product type, when the future market wants variety
- If we don't change from the old models, we may not attract the Millennials

SWOT ANALYSISSTRENGTHS➤ **What strengths or assets set Frisco (the City of Frisco and the Frisco community) apart?**

- Excellent schools ✓ (FISD)
- Affluent ✓, well educated ✓, young demographics
- High rates of recycling (part of culture) ✓
- Room to build the transportation system as we want it
- Relationship with school district ✓✓✓ - strength of leadership @both
- Relationship with HOAs ✓
- Public-private partnerships ✓
- Exceptional water wise program
- Small but growing government doesn't have ingrained bureaucracy
- New infrastructure (mostly) ✓
 - modern systems and equipment
- ISO rating
- Quality building aesthetics / building materials
- Good school system
- Great staff ✓
- Connected to major highways – DNT esp. ✓
- Great planning of PD's and uses at city corridors
- Shopping – meeting consumer needs
- Sports venues for families
- Property values and tax base ✓
- Financial stability and reserves
- Our library ROCKS
- People who can make things happen
- Parks; greenways
- Treatment of major creeks as amenities throughout City
- Parks – nationally accredited (1 of 8)
- Low crime rate

WEAKNESSES➤ **What weaknesses, constraints or limitations could prevent Frisco from achieving the future you'd like to see?**

- Lack of housing variety – size/cost ✓✓✓✓✓
- Lack of cultural diversity – longevity, quality



- Communication between city and neighborhoods
- Lack of late night alcohol sales/night life
- Walkability ✓✓
- No public transit ✓✓✓
- Spread out developments difficult to link together initially
- Local gathering/meeting spaces ✓
- Lack of commitment to shared vision by city leaders ✓
- Needs for seniors
- Openness to new ideas by departments
- Government bureaucracy starting to creep as we get larger
- Older part of town constrained for transportation and ADA improvements
- Council's unwillingness to raise tax rate
- 75% housing/infrastructure built in last 15 years – will age out/need maintenance at same time
- spread out – distance for service provision ✓
- Lack of accessibility ✓✓
- Need more homes built for easy conversion/remodel for accessibility/ADA needs
 - maybe build on housing rehab program downtown ✓✓
- Library resources (space/collection/services) not keeping pace with city growth
- Tends to ignore the smaller groups
 - Socioeconomic, racial/ethnic, etc.
- Walled community mentality
- Lack of workforce housing
- Aging city staff – institutional knowledge (retirement)
- Homes purchased as rental property – lack of rental hsg.
- Neighborhood maintenance (older HOAs)
- Cultural/art venues/activities (theatres, etc.)

OPPORTUNITIES

➤ **What external trends or opportunities should Frisco use to its advantage?**

- Preservation of large areas of open space. ✓✓
- Adjustment/improvement of suburb development paradigm.
- Adjustment of infrastructure process through learning process.
- Online grant applications
- Streaming online board meetings
- Clean energy station
- Continued development of Frisco ISD
- Community utilities – geothermal, etc.

- Good location – easy access, airports
- Reputation
- Cultural diversity
- US 380/DNT North
- Create great streets and neighborhoods
- Expansion of transit locally and regionally ✓✓
- Future commuter rail along BNSF RR ✓✓
- Ability to incorporate roundabouts on future roadways/in future neighborhoods
- Flexibility with space for future development
- Creeks are opportunity for development network
- Community event scheduling

THREATS

➤ **What external trends or changes could threaten Frisco's desired future?**

- Households (HT1) that spend 30% or more on housing – “cost burdened” ✓
 - 22% mortgage holders
 - 41% renters
- National demographic trends counter to current Frisco growth. E.g.: aging of population; diminishing of traditional households – increase single parent/income, - less population with 2 income households (it's happening here too – not as obvious)
- Water supply long-term (NTMWD) ✓✓
- Fast growth ✓
- Maintaining aging infrastructure ✓✓
- Too much of one housing product ✓
- Sustaining city leadership as people retire ✓
- Push pull of fast growth while maintaining quality ✓✓
- Retaining jobs in Frisco as it (city) ages
- Developers' idea of neighborhoods vs. our long term visions ✓
 - Unwilling to change 'std' model
- Missing the millennial generation
- Creating great places today where people will reinvest in Frisco
- Unrealistic expectations – unwilling to pay – resources aren't as high as they seem
- Looking like other cities – not distinctive ✓
- Neighboring cities – retail
- Pride – lack of flexibility
- MUD developments to our north and west
 - Place large load on our transportation network

- Competing interest – low taxes to pay
 - Staff retention
 - Regional growth will add traffic to our streets, degrade traffic conditions beyond our ability to mitigate it.
 - Strength of other school districts
 - Lack of university-level education
 - Cost of land driving dev. Intensity
 - Harder to take adv of opportunities
 - Background / engagement of leadership
-

ECONOMIC DEVELOPMENT / MARKET / OPPORTUNITIES

- Agree w/ office trends, flex space.
 - Frisco has supply shortage – but developers not getting financing
 - Some growing companies leave Frisco because no space available to move in Frisco
 - Only 1-2 buildings in Frisco could immediately accommodate tenant needing 50K S.F.
 - Retail and service industries have expressed need for workforce.
 - Big wins
 - Stonebriar (were looking in Plano)
 - Built on that – each win leverages next
 - Sports venues
 - Corporations
 - Need high tech / industrial zoned property – issue is high price of land and demand for residential.
 - Challenge maintaining balance of commercial to residential – pushed to accept short term opportunities
 - Want Legacy Business Park and Grapevine convention models in Frisco
 - Want info on how sports facilities mature
 - Incenting class “A” parking financing and structured parking
-

STRATEGIC DIRECTION DISCUSSION

- Vision Statement – Many people moved here for small town feel. How do we maintain heritage/small town feel part of vision while taking advantage of DFW amenities
- Some don’t see value of heritage – challenge to maintain.



- Council wants historic elements displayed in hip/modern way
- Maybe call out walkable
- Land use
 - Need to focus on recycling sf homes!
 - Neighborhood schools – how will they be resilient – FISD is looking @ long term re-use as they plan buildings.
 - Need fiscal balance component to land use
 - Frisco has disconnect between what they want, but same old projects are delivered
- Livability
 - Safety on trail system/technology
 - Frisco is a series of communities that together make up the city.
- Transportation
 - Walkability trail connections through developments
 - Sight lines
 - Do not necessarily want context sensitive streets on major thoroughfares. They are to move cars/ped crossing important
 - Technology to operate road system
 - Smart cars, etc?
 - Canals of Grand Park (level below major thoroughfares) will have bike lanes
- Development
 - Leap-frogging is challenge for public safety and response times
 - What is philosophy on libraries (multiple or 1 central) and other facility needs
- Economic
 - Fiscal balance
- Public health / safety – social services?
 - add mental health/destressing
 - victims of crime have no services in Collin County must go to Green Oaks in Dallas
- Ecology – natural resources
- Others
 - Get ahead of serving victims/homelessness/poverty
 - Partners/faith based - others for social services

Stakeholder interviews were conducted in late March and early April. Each individual was asked a number of open ended questions related to their desired future for Frisco. An online questionnaire was also created with many of the same questions and sent to stakeholders who could not attend in person, to CPAC and to other boards and commission members.

➤ **What word or phrase would you use to describe the most desirable future for Frisco in the next 20 or so years?**

- Dynamic
- A well rounded community that maintains balance
- City will be close to build-out
- Ultimate build out at 300,000
- Should be close to being built-out – hopefully no more than 280K residents
- 12 High Schools
- Cowboys brand in town,
- Grand Park - a regional destination
- Will still be family oriented, but older
- Will still be popular to young families due to amenities in place
- People will say “I never need to leave Frisco” - all aspects of life will be provided
- Frisco will be a gracefully aging City
- Will still be looked at as a quality City (need to be careful that they are not perceived that way just because of reputation)
- Frisco will maintain small town characteristics by forming multiple communities and distributing parks, roads, infrastructure to support each
- Much like it is today, but with more development
- Well maintained (those things that have already been built)
- New development will have existing or better standards than what exists today
- fun city to live & work in
- Still feels new and energetic!
- Progressive with strong growth and family oriented
- ONE OF THE HEALTHIEST CITIES IN THE NATION. We've got all these sports arenas and activity centers. It would be great if we could tie that into promoting healthy lifestyles, incorporating more bike trails/lanes, wider sidewalks and other features encouraging folks to leave cars at home and walk/bike different places, where feasible.
- Flexibility
- Destination
- Progressive



- The Playground of North Texas.
- A great place to live and work.
- A destination location
- Built to Last
- One of the fastest growing city's in the nation and still 50% available land for future growth.
- Small Town City
- Sustainability and Livability
- growth , open space . A good place to live and work
- sustainable
- Managed growth with a diversified tax base.
- Sustainable values and quality of life.
- Worldclass
- Modern...with Country Charm!
- Appealing to people in all of life's stages

➤ **What are the biggest barriers that might prevent the community from reaching that future?**

- Money (City)
- Cities go through cycles - communities build out and then revenues go flat
- Lack of financial stability (critical to long-term success)
- City needs the comp plan to make the City attractive to outsiders / tourists that will visit time and again
- Two individuals own the bulk of remaining large properties in Frisco
- Water usage and restrictions will have a major impact on the future development of the City
- Major property owners who sell out to development interests due to short-term mindset that only want whatever product will sell quickly
- Not repairing things as problems occur (i.e. O&M of roads and sidewalks in neighborhoods as they age - today, no funds exist for this)
- Wonder what will happen as the population ages – with all the infrastructure built for school district as the community ages

➤ **What assets does Frisco have now that are ‘hidden treasures’ – things that people and businesses outside the city or region are unaware of or don’t fully appreciate?**

- Building Standards that require quality development, urban design standards and streetscape like Preston and DNT overlays
- access to full array of professional sports
- Park areas.....volunteer opportunities, historical places like small cemeteries and museum areas.....more to come.
- Business park, future Grand Park, hike & bike trails, very rich history.
- Civil servants who honestly and caringly serve our community (council, management, departments, school board and administration). Public Safety. Frisco is the last 'full-service' city on the tollway heading north (not real sure how to say that better). Variety of activities for the kids. A place to 'get involved'.
- Frisco Central Park is a hidden treasure.
- The grand park and what it will be - need to advertise this and whats coming downtown - what else can we do to promote the downtown and especially the restaurants to bep them out, right now downtown is a collection of places that not to many people want to go to, only draws local interest, look at McKinney downtown and what they have done in the last years, Build and expand the community park to link old downtown and town square, build the railroad museum to help draw people downtown, build life into the town square instead of more business
- Sci Tech, outdoor art, local restaurants, library
- Access to the lake for all watersports, one hour to an OK casino, absolutely fabulous school system, easy access to airport for both domestic and international travel, grand park will eventually be a thing of beauty.
- Hope Park & our amazing library.
- Museum of the American Railroad. Sci-Tech Discovery Center. The facilities to promote large baseball, basketball, lacrosse tournaments
- ISO Rating of a #1. Lower insurance rates and rapid response from EMS. A fabulous preservation of Frisco's past.
- cannot promote enough our sporting events w/ shopping
- We have a flood plain up north west, just on the south end of the newly ETJ annexed site, that area there goes from 423 to east of DNT. I would try to develop that area into some kind of park system. Probably a bird sanctuary or managed habitat. Maybe a blue bird preserve or something. The thing is that bird viewing per dollar invested has the most proven return on investment, it brings in local tourists like those sunflowers did off of 75 for a while near shops at Allen. Managed habitats can be done with dirt bike trails, archer ranges, hike trails, frisbee tournament trails etc. It can include a field trip area for science discovery etc. Imagine a lake in Frisco, how the shops and stores, and how we would mix our development around that view to capture that beauty. Now imagine instead of a lake it's a beautiful managed habitat with blue birds and robins. Imagine miles of centralized dirt bike events, frisbee events, and local tourists flocking to that area like they would a lake. And because managed habitats

have natural shade, they are appealing in hotter months. So I would recommend adjusting the plan to the those business and developments adjoining the flood plain so that we can make a local tourist attraction that is low cost, beautiful, and appealing to the entire region. This ties in with Frisco North and the future developments in the area. Managed habitats need a minimum of 100 acres to be success, and this area would be several hundred and it would be the only managed habitat in DFW.

- One of the most educated professional workforces which will work for less than market salaries if they can work within the Frisco city limits (to balance work and family.) Lots of available workforce due to "trailing spouses" who came here with their families as part of a relo. Perfect opportunity for corporations to relocate to Frisco and utilize this pent up, ready to go workforce.
- Public art
- Hall Business Park Texas Sculpture Garden; Central Park; art pieces thorough the city
- Significant Parks Department programming, excellent youth sports programs and facilities, usable and inviting parks system.
- Sports, art, safety, low taxes, highly educated,
- "Strong ""Sports City Venues"" & Stonebriar Mall- Stonebriar Country Club Districts"" for family and tourist destination.
- The future development of Grand Park will highlight Frisco's hidden treasures! It will be the Arboretum of Frisco!"
- Downtown Frisco is a hidden treasure prime for redevelopment.
- heritage village, multiple parks, public art displays

➤ **How common is it that people who grow up in Frisco choose to come back and live here after they go off to college or a first job? What would draw them back?**

- It is important to have entertainment venues for adults - everything is family oriented, so adults leave town for entertainment at night
- Need to continue to flip homes as families age and kids move out so that homes that are suitable for young families have new blood
- Need variety of housing types in the same neighborhood to become more multi-generational
- Land values have risen to where the cheapest home that can be built is \$400K + - young families can no longer afford to live here
- Opportunities for young families moving here are in older, more affordable neighborhoods
- Need amenities for teens - that group will be large soon as demographic shifts through the community
- I think it is happening more and more as we get a balance of work and living opportunities. To truly be a dynamic, energetic community, we need to keep more of the younger workers and people....but that means diversity in housing, entertainment options, etc. We can not JUST be for families with 2/2 kids and professionals with a large house....we must be all-encompassing.

- Frisco is still to new however the first generation of the "new" growth of Frisco is ready to begin making that decision. They are interested in coming back because it's so new and growing however we need to have jobs available for them.
- I personally know several children of long-time Frisco families who have had kids grow-up, go off to college, and return to Frisco.
- Don't know, maybe because Frisco has almost everything.
- I'm not sure of the commonality of the situation. However, the draw for a young graduate is going to be career opportunities and a place to live work and play. The live for a young graduate is going to have a preference towards being in walking distance to employer and the play is different from that of a family.
- the close knit community, small town that is now becoming a big town, we are losing the small town, need to find ways to keep it
- Today I doubt it is very common as we have no significant job base here. That is changing which is good.
- Seems to be fairly common to return to Frisco. Family, of course is a big draw.
- Better mixed use developments. Shops of Legacy crushes anything we have in Frisco.
- I have run into several families whose children grew up here that have come back. The ISD is also drawing former students back as teachers. The growing business community, the ever increasing student population driving additional school construction. Great housing market. Abundant retail
- a job
- For now very, but as budget issues become unmanageable this will stop. We keep pouring money into funding developments and I think the problem is that in many cases it just doesn't work. We still have sites around the mall undeveloped despite millions in funding. We still have a large part near Rough Riders we had to rebuy which did not develop. It's likely the Cowboys area will require huge additional subsidies beyond the 135 million. The Sports Village has been a exercise in how much money we can pump into empty grass. It's simply not the solution. And the problem is with this comprehensive plan the vested interests are only in a single development and no one is thinking about the real master plan.
- Pretty common - one of my two kids will. Great place to raise a family, good schools, lots of convenient restaurants/shopping. Always something to do on weekends. Attractive housing prices.
- I do not think much. My two kids live outside because of costs and one of them is a teacher in Frisco.. The other a teacher in Plano
- Fairly common - many now work in Frisco ISD
- I don't have any knowledge of the return metric but the schools, sustainable home values and quality of life should be draws in addition to the natural home town loyalty.
- with our family it is common. Hometown and quality of life are important.
- Frisco's core population are newer residents from out of state. Having a major University in Frisco would keep many students from leaving Frisco. It's good to see a continued move towards mixed-use development like Grand Park and Frisco Square, concentrated areas that include live, work, play opportunities within a walkable distance. It results in a lifestyle that attracts and retains young people, the best and brightest. Allows people to be less dependent on cars and fossil fuel which is good for their individual health (more exercise), good for the environment, gets people out of their cars and forces social interaction.

- Not very common at all- most of the residents moved here from out of state. Having a University would keep the youth in Frisco, more corporate jobs and affordable housing between 250 - 350K price ranges.
- "Appears to be fairly common
- The quality of life draws them back, but the key is that desirable jobs are available"

➤ **If the City of Frisco could invest in just one or two capital investments next year, which ones would provide the greatest catalytic benefit for desirable development?**

- Grand Park needs to happen soon as well as key infrastructure / roadway projects
- Need to think hard about the edges - like a jigsaw puzzle, need to understand the edges in order to determine what needs to fill in center
- Trails need to connect to other cities - if we can build one mile of trail to connect to 15 in another community, that is low hanging fruit
- Water in some way, but that might be limited by NTMWD. Beyond that....connectivity with hike and bike trails, and I am not sure what else.
- Grand Park
- Grand Park, Downtown Revitalization
- Give me some choices and I will answer with my opinion.
- Closing the gap in sidewalks. Every single street should have full width adjacent sidewalks. It would be great if at least one side of the road had a 6' or more width walkway.
- the grand park - get it going
- Sadly, it appears all the great choices are coming (this is a positive) Cowboy HQ, Newman's "Shops of Legacy". . .Destination location for tourism. Central Park.. . We've loaded up the credit card already. . .let's get some of this stuff here and start paying down the debt.
- Push the Grand Park project so the mixed use development around it can begin to come together.
- Interconnected bike/running trails.
- Completion of road projects quickly. Completion of Stonebrook west of the Tollway to Legacy would provide another east-west link and ease the flow of citizens to use assets on both sides
- great question, I will defer to George & Jim
- Stop investing in paying developers. Start investing in uniting the city.
- Grand Park
- Grand Park
- adding branch libraries
- Roads and public spaces.
- Grand Park and extension of hike and bike to connect "bookended" areas. Example, northwest mountain bike park does not have an uninterrupted off-street bike corridor (gaps in sidewalk extension)

- park and library on east side near custer rd. clean up downtown....demolish old houses, make main street vibrant, minimize vagrants at Exxon.
- "The city should ensure that its water supply is commensurate with its projected population growth.
- Traffic- becoming a Concrete Jungle- planning in advance vs reaction to our emerging population growth."
- "A fine arts center
- public transportation"

➤ **What steps should the City of Frisco take to enhance its downtown? To enhance Frisco Square?**

- No problem with Downtown having live/work, 2 story with retail and residential above in old town
- Need to keep uniqueness and create uniqueness in Frisco - that is what will make it successful
- Downtown needs a set of redevelopment tools that go across the transect including residential components
- Frisco Square has been in hibernation - has the potential to be a great gateway to old downtown - the head is Frisco Square and the spine is Main Street
- The whole area deserves its own rules and maybe even its own department
- It needs to cross Main Street
- Frisco Square is beachhead for old downtown
- There needs to be a culture of Art starting on the streets
- Frisco has 2 centers of town - old timers will say that Preston and Main is the center, but others will say it is Frisco Square
- Would like to see a square like McKinney or Celina
- From grain towers to old town should become shops, entertainment, art and amenities in a walkable environment to become successful.
- Improving Downtown will take a lot of investment, but will not be City dollars – the City owns lots of land so could partner
- Want art studios, Gruene Hall type of development to create an attraction
- The Frisco Square lifestyle is attractive to a younger demographic - like to have it for entertainment, but not family oriented

➤ **What are the most notable natural areas or open spaces in Frisco?**

- Grand Park area is a big asset to the community
- The City is trying to include more open space in developments, including commercial / office – this is a big part of “quality of life”

- Need to determine now what areas should be open space - once there is a single roof in an area, it will not happen
- Grand Park, Brinkmann Ranch, Frisco Commons, many open areas and smaller parks. We need more water features...larger ones.
- I feel that the area near Grand Park and the Northwest section have the best topography.
- Anything with an elevation change AND water.
- DNT/380
- the northwest corner that has not been developed yet, keep that natural appeal
- As mentioned before, I would love to see the Panther Creek Basin (greenbelt/floodplain north of panther creek drive, south of 380 on either side of the Tollway) turned into a nature preserve with hike and bike trails.... can be very basic but keeping the land as undisturbed as possible but still used. . .this is undevelopable land.
- Wow, there are too many very good local parks and open areas to even begin to list, but the Grand Park will take its place at the top of the list.
- Hope Park
- Grand Park, Northeast Park and Northwest Park that are City controlled. After that Bert Fields and Baxter Brinkmann have the large land holdings in the northern part of Frisco
- north of Eldorado
- Brinkmann Ranch is a gem. Grand Park will be stunning in its topography and use of Stewart Creek.
- Grand Park once done , the park north on Teel , Frisco Commons
- Brinkmann Ranch on Preston Road
- Grand park
- Frisco Commons, Warren Sports Complex, Starwood linear park, Beavers Bend.
- Frisco commons, bacchus park, brinkman ranch
- Small parks and public open spaces like those planned in Wade Forum and Frisco Square are great and contribute to those that live and work. Keeping Grand Park a public open space will make a real difference in Frisco-- a public open space not related to a development but one that is truly public; loaded with recreational, environmental and active attractions. This would put Frisco on the map regionally and perpetuate its standing as the preferred place to be in the North Texas region.
- Brinkman Ranch, Grand Park
- it's many parks and waterways

➤ **Which areas in Frisco are inviting for people on foot? How easy is it to walk to these places from most Frisco neighborhoods?**

- It is important to have walkable neighborhoods that open up into retail / service areas
- Frisco needs to focus on walkable schools – Fisd is on the right track in focusing on small neighborhood schools

- parks; easy for almost all
- Frisco Square might get there.....most are not easy. Easy to park for some areas....but limited in size, etc.
- Neighborhood parks have some interest and are easy however that is the extent. It's very hard to get any distance on foot currently.
- Not much...
- Not very accessible
- Central Park is inviting but not easy to get to on foot. A friend and I walk many places, we have a hard time walking side by side on narrow sidewalks, especially when there are overgrown bushes that take up half the narrow walkway.
- plantation neighborhood
- Largely non-existent in general. Nature of the beast in Texas by and large.
- That is why there are so many very good community parks, to be able to enjoy them without a drive.
- None. Sidewalk connection is terrible. Unless you lived in a mixed use area (Frisco Sq), you can't walk anywhere.
- The hike and bike trails have been well planned and the area around the Mall seems to be user friendly. Seem to be more neighborhood driven/used than as the City as a whole
- around the mall where we have apartments
- Downtown Frisco (Center City) or somewhat for those living in the Stonebriar District (getting more pedestrian friendly.)
- Not really good in this area.. Not really a bike or walking friendly town.. need to be able to connect right now sidewalks are generally in the developed areas and end
- Frisco Commons Park- too far to walk from our home
- Downtown area. Not easy to walk to from most Frisco neighborhoods.
- Frisco Commons and our other parks, however they do lend themselves more to driving to as opposed to walking for all but the closest subdivisions.
- Frisco square, difficult to walk to from home.
- Frisco's' master planned communities, such as Stonebriar, The Trails, Hunter Creek had on site parks, schools, trails and pool. The Dog & Frisbee Parks for the Lone Star Ranch neighborhoods stand out.
- Thankfully, our neighborhoods have sidewalks, trails and parks. However, we do not have any large preserves or Arboretums - our best hope is Grand Park.
- "Many areas are only accessible by foot to those living within a mile or less
- More areas are accessible by foot once you have driven closer to them"

➤ **What major destinations in Frisco can be reached easily and safely by bicycle?**

- Most areas I think...at least now. However, as traffic increases, will that safety remain. Lot of issues with bike lanes, extra wide lanes to include bikes, etc. Education on bike ease around the city could be improved.
- Today the hike & bike connections are broken. Today the destination is either Heritage village / downtown or the mall area. Both are hard to get to.
- I've stopped riding my road bike on the streets due to the texting drivers...too many near misses.
- Bicycles should be for sidewalks only unless we have bicycle lanes. 10 speeders are causing congestion, slowing traffic down and increasing dangerous driving situations.
- None that I can think of, at least not for the average person wanting to ride a bike vs. take a car. This is definitely an area of improvement.
- none
- Again, an area we likely could do a better job but that is the nature of Texas. Would love to see the creek systems have hike and bike trails developed so you could get places safely.
- Based on the number of bicycles I see on the road, I would say all of them.
- None, I cycle with STCC and am still terrified. I know Frisco has the law that bikes are entitled to a lane but most drivers don't know that. Need bike lanes to make it safer.
- I would say Toyota Park seems to be the easiest. Then Convention area and RoughRider Baseball Park
- depends upon where your coming from
- Very little - we're sorely lacking in bike trails.
- no where
- Unclear.
- Beavers Bend
- not sure
- More attention to bike trails and safe venues for bicyclers are needed. Our traffic congestion continues to increase.
- Not many with our congested streets & lack of trails.
- very few

➤ **In your view, what two or three features differentiate Frisco from other nearby communities today?**

- Sports Facilities, soccer facilities – great for attracting tournaments to town - these make Frisco a destination
- Working with Parks and Rec to continue to have park development for sports is critical
- The School district is the fastest growing in the USA - largest exemplary rated school district in Texas at one time
- Concept of all schools being 4a schools is important
- Frisco Square at Christmas

- Sports facilities (Baseball Games or Soccer Games)
- Shops at Starwood for a Meal (Very Comfortable)
- Heritage Museum
- right blend of shopping, living & working establishments
- Frisco is trying to incorporate business with residential with quality of life - aiming to sustainability. Frisco is not comfortable just being good....we want to be, and continue to remain, vibrant, relevant and energetic. Frisco needs to identify itself with young, energetic and progressive....and not just the land of the McMansions and SUV's.
- New schools, parks, facilities etc. Family oriented with activities for everyone in the family and to do together. Create unique concept that draws visitors from our North Texas and further such as Grand Park water feature or unique business / restaurant park.
- Schools, Sports, Family
- Small population high ranking schools, stellar neighborhoods and great extra curricular activities. We should add more business centers similar to the Shops at Legacy. We should also incentivize businesses to come here.
- Sports arenas, activity centers, shopping We should build on these features and promote healthy lifestyles by incorporating infrastructure provides better pedestrian access to these places (walkers, bicyclists).
- Diversity- Keep it up the school district - Pass the bond election maintain the attitude that frisco is the best place to live and continue to build on that attitude
- Small size of Frisco schools giving more attention and opportunities to each student. Many sport and entertainment facilities to keep those families occupied. An under-crowded community with a great standard of living.
- Family first focus. More family destination type parks like plano has with Arbor Hills.
- Having a CDC and EDC. Having a sports presence with several professional organizations. A great working relationship between the City and School District. Future-Develop Grand Park
- Many different venues and great balance of development. Develop light rail to connect to regional airports and cities south of Frisco. Find a way to eliminate above ground power lines.
- Sports & shopping differentiative. Must obtain "late night hours" so to open generate interest in free standing restaurants. Also to bring in a known "sports medicine" medicine practice. Get the DART here sooner.
- Whatever vision we choose is has to be consistent. If we choose to develop the DNT corridor with Grand Park, Stadiums, City Hall, Malls, then we should stay true to that theme. Mixed development like shops at Legacy and Allen's Fairview Center are fine. But if we chop up DNT with odd ball facilities or sites funded through EDC and 380 grants we run into issues like what Arlington experienced.
- Great building standards, good and aggressive city leadership that seize opportunities like public-private partnerships, low tax rate, best school board and EDC in the state, family friendly, big spend on Safety - which gives us lower insurance rates, rising property values, friendly very involved citizens/volunteers, great roads and city buildings

- growth, planning, activities (shopping, parks and things to do) A water park and or large open space park
- great school system, large commercial base, lots of shopping
- Dallas Cowboys and FC Dallas; Stonebriar Mall; and great schools.
- Positive, sought-after business and real estate development environment. Highly sought-after school district, Could strengthen by continuing to develop and promote signature places, programs and open space. (i.e.: Grand Park, Water Park, University)
- visionary, , well managed growth/planning, visionary, diverse venues (sports,shopping, art)
- "Strong ""Sports City Venues"" & Stonebriar Mall- StonebriarCountry Club Districts"" for family and tourist destination.
- The future development of Grand Park will highlight Frisco's hidden treasures! It will be the Aboretum of Frisco!"
- Sports & Shopping district- including the Stonebriar Country Club & Stonebriar Mall. Maintain and incorporate the spacious "country small town feel" in our developments and public spaces. Continue our strong educational systems and ISD.
- "Entertainment venues, park spaces,heritage village
- Frisco needs a fine arts center and performing hall"

➤ **What could Frisco do to strengthen a distinctive identity in the future?**

- Frisco is on an incredibly long winning streak today – today Frisco can get whatever it wants
- Frisco needs to save for the future now, because they will become the next middle-aged community
- The City needs to be working intently on a variety of overlay districts to be able to go through the bottom of their real-estate cycle
- City needs to put in place tools for declining areas (across all uses) to molt at a fine grain to change their image
- Frisco is on an incredibly long winning streak today – today Frisco can get whatever it wants
- Need to look at financial instruments (redevelopment TIF's) to re-invest in non-performing areas

➤ **What are the biggest strengths and weaknesses of the existing comprehensive plan?**

- The plan itself is strong and should always be reviewed and be used as a roadmap
- Biggest weakness is keeping it in the forefront and staying true to the plan in all decisions
- Need to focus on northeast sector of the City - need to dedicate more land for parks in this area
- Council uses the plan for guidance, but does not use it as letter of the law - Irvine, CA, for instance, has stuck specifically to their plan
- Frisco is more reactionary and says I see where vision was, but there is a new opportunity we did not envision – the plan is not the law, so council makes lot's of exceptions

- The plan does not focus on potential redevelopment / reuse - Frisco needs to plan for that future
- Mixed-use, walkable developments were not as popular when last comp plan was developed - how should the comp plan respond to those trends
- New Comp Plan needs to maintain quality of life - is there enough park / open space to support new population numbers - what are retail ramifications of the new population numbers - what will we lose if we become too dense
- As the City develops out, the plan needs to become more detailed and the Council should follow the plan more closely since an aging City requires that level of detail

➤ **What will make seniors want to age in place in Frisco?**

- City has done well in this area with public facilities for seniors and Del Webb community
- Parks have been provided – the biggest thing missing is public transportation - will also need an affordable place to live
- Housing mix for seniors is very good.
- City is missing high-end, high rise condos for executives with concierge services - not all execs want to be in Stonebriar
- Need luxury type condos within mixed-use environments like Frisco Square
- Hard for Frisco to build affordable housing due to land prices
- Would like to see vertical multi family along the Tollway
- Would like to see quality of multi-family increase as well as density to support this
- Community wants to have those facilities (assisted living) available for seniors to age in place
- Many retired people are moving to Frisco to be close to their children and grandchildren

➤ **What are the biggest barriers to national or global success for start-ups or other local Frisco-based businesses?**

- Frisco is in Central Time Zone, very conducive to business (positive)
- Skilled and unskilled labor force available, affordable (positive)
- Biggest negative is lack of destination restaurants
- East of Central Expressway, there are large expanses of industrial parks that bring businesses that are growing and are big employers for the community. Frisco, with the exception of the Sinacola development, does not support these activities.
- The right things are already in place to attract global firms from a corporate standpoint.
- Sectors the City wants to grow are Technology (Large Campus Type Employer) and Industrial (Running out of Space) in order to diversify the economy in the community
- Need a destination hotel
- Need to preserve the Tollway corridor for these types of businesses

- Frisco is in Central Time Zone, very conducive to business, skilled and unskilled labor force available, affordable
- Biggest negative is lack of destination restaurants
- Inability for the small businesses to work quickly in dealing with the City. Whether perceived or actual, the permitting process and rigidity in this area is very real for people in the area.
- Access to airport and large data hubs as well as hotels and convention center.
- Desire and fortitude to do business internationally.
- Being a business owner myself, I have resolved to the fact that sometimes a prophet can make no headway in his home town. I do better business outside my own City than I do inside. If you want to grow global businesses that are based in Frisco, they should be given opportunities within Frisco. At the very least, the City should have a preference for local firms when selecting consultants for City contracts.
- costs, we are pricing ourselves out of the market due to our success
- Lack of a business start up incubator. . . . under new leadership, NTEC finally moving in the right direction. Our boards and commissions are made up of too many "insiders". ..we need to recruit better from the talent base that lives here. . . wouldn't mind seeing a board committed to an EDC like approach (not that big but conceptually) which aids internal/local start ups as EDC tries to attract outside business to relocate.
- Cost of land if needing a storefront or office building.
- rent prices
- Lack of capital or access to funding
- Late night hours sets a perception we are a backward bible belt, that is reality and we are not
- NTEC is failing, it likely won't succeed. There is very little proof anything like it has. We saw success in Plano and Irving in such efforts in the past because the cities plan was more inclusive and supportive of community social issues. We've shifted in our focus to simply giving money to developers and companies. But what puts new and developing companies into a city is passion. WE have to find a way to show passion in our cities service to disaggregates and in turn we become more appealing to everyone. For example, if the community wanted to build a miracle field off of the Commons on the CDC land, this is a disaggregate. It is a community driven desire to serve a small cluster of citizen need. Provided the community organization can help fund and support this endeavor, then supporting this field serves to meet #11 here. Because then Frisco becomes a place that timely meets the needs of people and CEOs and companies are drawn to cities that meet real time needs of it's citizens. Bringing a company to Frisco is about appealing to the needs of it's people. That's what drove Zuckerberg out to some nameless city. It's not really about bribing a company with money but about inspiring them to join a community. That's what drove Exxon to Irving years ago, and that's what helped spur the growth of Plano.
- Too much restaurant/retail competition. People are idiots if they don't come with 18-24 months of operating capital until they build consumer loyalty to their restaurant or store. Great business climate to open up a national or global firm - predictable weather that rarely shuts down our airport. Can get to almost any city with less than a 4 hour nonstop. Great global flights.
- Hotels

- Finding funding
- Available capital; ability to attract and retain quality workforce
- Start up costs are always a concern as well as people traffic to their business
- Frisco has done a good job over the years of becoming more than a bedroom community by attracting companies that create a strong employment base. Good to see that perpetuating with continued emphasis on office and commercial uses to attract more Fortune 500 Companies.
- Competing for large corporations
- Communication and awareness by the global community

➤ **What global communities are represented in Frisco? How are they involved in the life of the community? In its decision-making?**

- Limited at this time. At the Frisco Chamber and the EDC, we are working on establishing more of those international ties....but I think there are MANY opportunities in front of us with international. Right now, all people really think about are international sports....which is good, but there could be so much more.
- To the best of my knowledge we only have a few branch offices of global companies. They have very little influence today and that is ok.
- It would be easier to say who I don't see represented in Frisco: Native Americans, Caribbean, Central African. Everyone else I do see here seems to get involved as they desire.
- This is a very great question. I am aware of several Asian-Indian communities, but i do not feel that they are involved in the decision-making of this community as they probably should.
- Texans/Americans. . .sorry this question smacks of "forced diversity". . .
- I would have to think that we have most ethnics, and religions covered.
- Frisco has an amazingly diverse population and thus community. I don't think the diverse population has any different decision-making than anyone else, we're all trying to build the best community for our families.
- I have heard there are over 60 native languages spoken in the school district. Spanish, Indian, Pakistani and African probably represented the most. I see little involvement from those segments
- I prefer using the term disaggregates. I think Frisco needs to improve on it's use of current resources to expand our the presence of disaggregates. We have safety town and heritage, and future parks. Allowing the community to develop and have representation in these areas creates ownership and allows us to work together better and see ourselves as one community.
- Asian and Eastern Indian culture; mainly involved with Frisco ISD
- Asian and Indian communities.
- Not sure what communities but there seems to be a demographic mix or Asian, white, etc. as would be expected in a mid to upscale suburb. I think this demographic mix, however, is not well represented on our boards and commissions.

- City's ultimate goal should be to balance economic vitality with environmental sustainability and social equity. Cities that accomplish this are those that over the long term create a quality of life that keeps them vital and vibrant.
- Frisco's rapid growth has brought people from most walks of life and from outside Texas, so in many ways these are the decision makers and the developers of Frisco's life going forward

➤ **Frisco has a number of areas that have not yet developed into urban or suburban uses. What development concept would make the most of this important asset?**

- We are lacking in park land in northeast sector - how can the entire northern sector be connected by parks and trails with a strong framework as a base - then need north / south connectivity from 380 to the rest of the community
- Need to identify the locations for more intense / dense development
- The rail line is critical to this area, and large office towers would be located along rail line in this area - previously the City saw opportunity for 3 rail stations – today's rail technology would allow 5
- keep up the blend of shopping (& entertainment), living, working
- Obviously, the new Cowboys development will be a huge factor by and in itself, and it will impact the surrounding areas. However, I think the development along 380 is the most wide open and uncertain. What will it be, what do we want it to be, what could it be? More the same as Stonebriar, something different, more manufacturing or mixed-use....wide open and full of opportunities.....or challenges and potential pitfalls.
- The north connection with 380 and toll road (the future mall) to draw people to Frisco from the north. Grand Park and unique water features. Northwest corner of Grand Park to draw business and restaurant area to attract people from other cities.
- Connecting and redeveloping 'old downtown' Frisco into a destination.
- Along the toll way and Preston are critical and planning ahead to traffic is not too bad in the future.
- DNT/380 is a critical area. An outdoor mall would be ideal here, similar to The Village Shopping Center in Allen, or Firewheel Mall in Garland
- The northwest corner, playing off the natural assets of that area and making something like no one has ever seen before it can be done just need to plan on what we can do not what we cant
- Really strangely worded question. We need to continue the business development in the 121/tollway-Lebanon area as well as 380 North. Having said that, I think Frisco needs to think less dense not more when it comes to housing. ..instead of 250K-300K. . .think 200K. larger lot sizes, fewer homes, fewer apartments. developing what I call the Panther Creek basin (green belt along panther creek) into a nature preserve with hike and bike trails.
- Do not overpopulate with high density housing. Most important area would be Preston Road, Tollway, 380 corridor.
- More office parks with covered parking. Outside of the 121 & DNT area office space is lacking.

- The availability of water for homes, parks and commercial usages. Getting new lakes in the area, but that is a long process. Ease the restrictions for Texoma, Lewisville and Lavon water delivery
- Mixed Use. Live, shop, work and play without getting into your car.
- Legacy Drive from main street going south
- I think whatever we development it's important to connect it like Boston recently did. Frisco has many many places developed and will develop but we have to make moving from one to another easy, and desirable. This could be a well designed fountain or water feature in between two areas, or redesigning a cross walk to be more appealing or look more naturally inviting. It might mean to create special underpasses between the Forum and Cowboys area. The problem we have is once one area is developed the developers are gone and don't care and new developments don't want to spend money connecting to established areas. So what you have is individual developments that do not connect well. Here's an example, we have Heritage Village, Discovery Center, and Frisco Square, but events at one are not done with coordinated events at others. We have no flow or natural design to move folks so they feel like all three are connected. And creating a flow from Frisco square to discovery by foot would also create an opportunity to grow the area which is still not developing well. Farmers market should be much larger, and include the entire area to the discovery area (they have a huge indoor area), and heritage (which can host events activities). Heritage also has empty houses that goes great with a farmers market theme. This is what makes cities like Boston have strong appeal.
- We need to be very careful as we develop the rest of DNT - particularly north of Eldorado - it is a diamond in the rough. Land is a scarce commodity - even though about 40% is left for development, it is still an evaporating commodity. The Brinkmann parcel is still ideal to attract an F50 - F100 corporate campus.
- mix of open space (parks and green space) and development
- Brinkmann Ranch on Preston Road- leave open fields and natural
- Main Street and tollway. Mixed-use development.
- The obvious large examples are Brinkmann and Field ranches, as well as the Gardner land west of Custer Road. These tracts are all large enough and well located for both suburban development as well as pocket urban/mixed use concepts. Additionally, these are excellent opportunities for a university given there size, access, and on-site open space.
- we need to bring back arts of north texas facility. We need to bring our college up to world class. we need to think about the growing age of people and associated infrastructure.
- City's ultimate goal should be to balance economic vitality with environmental sustainability and social equity. Cities that accomplish this are those that over the long term create a quality of life that keeps them vital and vibrant. It's good to see a continued move towards mixed-use development like Grand Park and Frisco Square, concentrated areas that include live, work, play opportunities within a walkable distance. It results in a lifestyle that attracts and retains young people, the best and brightest. Allows people to be less dependent on cars and fossil fuel which is good for their individual health (more exercise), good for the environment, gets people out of their cars and forces social interaction.
- Protect our Golden Corridor the Dallas Tollway from 121 to 380 from being a concrete jungle with to many office buildings and apartment building. We must incorporate green spaces, small parks to remain

an upscale community. We need to review major thoroughfares with strategic "overlay planning for North/South routes- like Legacy and Independence" -to balance the future residential and retail developments.

- The strip along the tollway needs to be developed with an eye toward living space interspersed with business, shopping, and entertainment. Even this corridor should incorporate the walk-to-everything feel that the city is advocating

➤ **What have been the most positive aspects of your dealings with the City of Frisco?**

- quick service; friendly people
- Ability to get involved and make a difference. Frisco still FEELS like a small town...it did 17 years ago when I got here, and it still does now. We must try to keep that as long as possible.
- Very progressive and financially strong.
- Everyone from the council members to the city staff are very approachable, friendly, and helpful.
- Very responsive
- The focus on land-use planning and recruiting great businesses to the city.
- they are helpful and friendly
- Now that the Arts is dead and we can focus on Frisco, the city seems focused on making Frisco better. I am very pro Frisco and very happy to be here.
- Progressive attitude of building Frisco into a show place.
- Everyone is super nice and helpful.
- Working with Council, Administration and Staff
- people wonderful and make it happen
- Accessible leadership, very professional staff, great/clear/frequent communication
- up front
- Love the Frisco Public Library
- Schools
- Transparency of the development process as well as professionalism and proficiency of staff.
- Friendly people, easy to work with,
- Approachable, usually within the same business day from council, mayor, city managers and department staff.
- Approachable from City managers, Mayor, Council and staff. Many times I have called and if unavailable- they always return a call same day or within 24 hours. Emails are always replied with help solutions and responses.
- Openness and a willingness to listen and to take input seriously, also the recognition of the contributions of the volunteers

➤ **What have been the most positive aspects of your dealings with the Frisco community (i.e., businesses and residents)?**

- More of the same I guess....neighborhoods are close, people want to get engaged in the community, positive attitudes, people like being here.
- Friendly and diverse
- Plenty of sports and activities for our kids, shopping, dining.
- Very friendly and down to earth.
- Attitude of the people, we are by and large trying to accomplish if not the same thing, very similar things, raise families make our city better. . .
- Plenty of churches, activities, venues, and shopping.
- There is a real sense of community because you interact with everyone so frequently, you can't go anywhere without running into friends.
- Quality of individuals and their foresight
- pride
- They're sincerity when it comes to being active volunteers to keep making the city better.
- People love this city
- the Frisco Chamber
- Good people.
- Most residents seem to be forward-thinking and understand the need for change, road expansion, etc. to accommodate our rate of growth.
- Friendly, vibrant
- Frisco is a melting pot with most of their residents from out of state. There is a strong Entrepreneurial Spirit in Frisco!
- We are still small enough that we have not been taken over by Corporate America and still have the entrepreneurial spirit in our town. Many local restaurant and owner run business
- friendliness, helpfulness

➤ **What have been the least positive aspects of your dealings with the City of Frisco?**

- As we have been growing, perception and/or reality that it is hard to deal with City procedures, permits, etc.
- Lack of linked hike & bike trails and walking malls
- Some of the 'small town' interaction with city staff/employees is beginning to wane (the unfortunate but predictable result of more demands on their time)
- Some recent ordinances passed are look unconstitutional.

- The City is having a hard time breaking it's way of doing business which has been in place forever. The community is now more diverse than it has ever been, and the City needs to accept that and open up to the idea of a leadership that does not all have the same skin color and political point of view. My political preference should not have a bearing on my ability to serve on one of the highest Boards and Commissions of our city.
- We haven't completely let go of the old vs new rift. Though it is nowhere near the issue is was 3 years ago. . City is a bit too fond of debt
- Long time to get construction approvals and inspections at each stage of trying to open a business.
- late night hours politics
- Lack of support of the fine arts.
- "Calling city hall to get a question answered;
- traffic on Preston Road"
- Deteriorating traffic.
- Land and impact fees are high in comparison to other DFW suburbs
- Zoning issues and lack of transparency by commercial property signage and use.
- Lack of transparency with developments and zoning for commercial projects. With growth, I believe the city council should be selected and have dedicated sections of our city to represent. Election by districts and quadrants to be fair and balances and for our residence to have equal representation. The "City Charter", should re address this concept.
- How long it takes to get anything done and the tendency to defer to the "old guard" over a newer arrival

➤ **What have been the least positive aspects of your dealings with the Frisco community (i.e., businesses and residents)?**

- people water lawns without regard to drought
- Perception that everyone in Frisco is the same....affluent, McMansions, SUV's, and don't really know what is going on.
- Looking for more businesses to come to the area
- Traffic is getting worse, speeding on thoroughfares (Main, Preston, Custer, etc.), texting/driving (have personally witnessed 3 accidents happen as a result in last 2 years), a small percentage of people with a 'better than thou' attitude.
- Some residents like to complain instead of taking action.
- Community can be divisive both between west and east Frisco and across political party lines, and it shouldn't be. We are one community and we all want the best for the community in which we live.
- the mindset that that is all we can do, push more and we can get more, we can and demand to be better
- The divide between east and west Frisco, the tollway creates a barrier. . .both physically and because we are split between 2 counties. . .
- Crime, gangs, drugs, have made their way to Frisco as well.
- DNT traffic

- It appears you have the same group of involved individuals. We need more volunteers to get become active in the process of community service
- Arrogance, entitlement, snobbery by some residents. Quick to criticize and play armchair quarterback but not willing to vote or volunteer to help. (No issues with the business community.)
- Traffic
- Limited but vocal NIMBY's seeking to limit growth...now that their house is built.
- traffic,
- Lack of services and competitive rates in many fields of the service industry.
- Services can be over priced due to lack of competition.
- difficulty in developing lasting relationships

➤ **Is there any other advice you can share with Frisco as it plans for its next 20 (or so) years?**

- Additional implementation tools – need more in depth tools and direction as to why aspects in implementation are important
- Comp plan tends to be diluted as time goes by because people forget what things were important when comp plan was adopted - it is rare that comp plan is brought up as cases move forward
- Need to focus on International business development as a region. Frisco has huge international reach that we are not leveraging
- We need to focus on what the community looks like at build out, and how community can continue to stay on top
- The City should focus on mixed-use development with a focus on higher density (high rise) - some users are looking for retail on ground floor, 3-4 floors of office, then residential above - this seems to be accepted by the community
- Quality cities across the US are multiple sizes – we need to know what successful cities, regardless of size, have done right to continue their success
- The majority of jobs of the future don't exist today - technology they will be using does not exist today - Need to position today for high speed internet access and space that is flexible for a variety of needs
- Not necessarily on board with rail in Frisco - no one in North Texas will use it - telecommuting is more important
- Green space / open space is not important - this is North Texas, there is nothing worth saving
- Parks and Open Space are important - south section of Grand Park to Lewisville Lake should be hike / bike / greenbelt
- Continue to have City government try to still act like it is a small town. Don't let the permitting process and regulations get so rigid that it handcuffs practical work and living. We don't want Frisco to ever lose that small-town feeling....perhaps that means we also must work to not lose that small-town way of doing business and running the community.
- Keep a watch on the demographics. This has the potential to change dramatically shifting needs. We also need to draw more large companies to the area.

- Continue to focus on providing services and activities for the family/household.
- Keep up the good work, be a little more Libertarian and listen to your residents.
- think globally not locally, not trying to be better than someone else what can we do what do we want to do and implement that
- We have the opportunity to create more community without sacrificing growth. Would love to see Frisco re-focus on a community of 200-225K vs 250-300K. Larger lots in new neighborhoods, less apartments, more of a focus on business to make Frisco a headlights not tail lights city (more people come here to work, shop, entertain/less bedroom community) I don't want to be Plano. . .wouldn't mind being a bit more like Southlake.
- Don't be near sighted about what we already have, but rather look forward to what we could still bring to Frisco.
- Put thought into what is going to happen to all the schools being built as the population ages.
- Limit the traditional multi-family projects. Use more of the hi-rise/tower living concepts
- Bring the Mavericks to Frisco
- I think that I covered it well enough. Best wishes.
- Don't relax our building standards or ordinances. Get out of debt as building starts will eventually slow down in a big way. Make sure we have enough water capacity. Invest in Fine Arts instead of over-investing in sports.
- Continue to look at ways to improve roadways for better traffic flow;
- Continue to evolve and educate staff, boards, commissions and council on development trends to foster an understanding and acceptance of new, desired, and beneficial development and living ideas.
- Slow growth to a reasonable level. We don't need to be the fastest growing city. Think more about older generation needs. Find a benchmark city(s) to use as an example of good things and bad things. Keep taxes low. Become a benchmark college town.
- The city should protect and develop the unique character of neighborhoods and areas of the city. We don't want to have one large homogenous city where each intersection looks just like the last one. The city should put a limit on high density housing and the city should put a limit on the amount of retail space available. Take a lesson from other cities who allowed retail space to exceed the needs of their population. Long term, it results in underutilized, poorly maintained, high visibility eyesores.
- If the city is committed to the concept of multi-use areas of the city, then there should be an emphasis on transportation options to get between these multi-use areas so that they don't become isolated from each other. In this way city-wide venues of interest, such as sport sites, city hall, etc., can be centered in multi-use areas, but still be easily available to all citizens without resorting to cars

1. What short statement describes your image of Frisco today?

- I am very impressed with the forward thinking of our city leaders.
- Family oriented. Bedroom community. An oasis, away from the maddening crowds of surrounding areas. We had hoped Frisco might become a "Highland Park" type city but the mayor and city officials have become greedy for status and power .
- Bedroom community, family oriented. Most residents commute to other cities for work but enjoy returning to their homes, peace and quiet, in Frisco at the end of the day. This city has affordable upscale homes in upscale neighborhoods.
- vibrant, can do city
- Progressive, well-planned and managed, but threatened by strains of hyper-growth and increasing traffic congestion and urban/suburban-related socio-economic problems.
- Typical suburbia - growing too fast, being too developer friendly, the city is not keeping up with maintaining a high quality community.
- clean and open
- An upscale, growing bedroom community still with good shopping and restaurants.
- A city that can't keep up with its own growth. A greater focus on image and less focus on the people that live here.
- Progressive
- Growth oriented, young families,
- A growing community with good amenities for its size and affordable homes, with many chain restaurants but comparatively few independent options and a limited arts scene.
- I love Frisco! I think the city planners and leaders have done an excellent job of growing this city with (mostly) the right businesses and schools and home neighborhoods.
- A place to live, work and play.
- Family-oriented, strong business ethics, excellent schools, and growth ahead!
- clean, upcoming, conservative, happy
- a city that is well kept up
- Growing, progressive, higher median income.
- Youth-centered, relatively crime-free.
- Youth-centered, relatively crime-free.
- Too commercialized
- a young, fun place to raise a family
- Busy town
- In development.
- Sport oriented, very competitive
- Growing fast
- Sports town.
- Family oriented. Sports oriented.
- Sports centered
- Frisco is a small country town that grew so fast into a sprawling suburb it does not have any sense of sophistication for the arts or culture.

1. What short statement describes your image of Frisco today?

- Still growing?
- a place in the middle of nowhere!
- Affluent neighborhoods full of diversity
- Frisco has a plethora of sports options, plenty of hotels and dining options and a magnitude of schools. Family friendly.
- Frisco has a plethora of sports options, plenty of hotels and dining options and a magnitude of schools. Family friendly.
- Family Friendly Growing Suburbia
- Small families who want more living space for their money. Not very interesting life styles or interest in culture and higher causes to be engaged in. Lacking in culture, art, sciences. Too materialistic and very very boring.
- Growing city with a need for more private owned shops and tidowntown traffic control.
- Residential with good schools
- Frisco, new community with roots that are eager to expand and grow. Let's keep it healthy with nourishing interaction.
- Small town feel with big town conveniences
- Family friendly with a lot of chains.
- Unbalanced culturally, and disproportionately biased towards sports.
- Upscale community.
- "Come to Frisco and keep up with Joneses, it's the Orange County, CA of TX!"
- A sports and shopping mecca that still has a hometown feel.
- clean, artful, inventive
- Kids, sports, growing business, rapidly expanding real estate.
- Modern and fun
- A great city with great management and a history of forward thinking people.
- Progressive, culturally rich and innovative
- rich people
- A vibrant community dedicated to family, children and education. A city on the move yet maintains a small town feel.
- Definitely a nice city w/ lots of potential. Doing it right - so far.
- Frisco is classy and ever evolving into a picturesque community that can provide screen-ready locations. Old Main Street is ideal for the classic American downtown look, while within walking distance the Toyota Stadium, Dr. Pepper Ballpark, and Courthouse provide a high class, big city view. From cow pastures to railroads, Stonebriar Mall to the SRT and DNT interchange, to museums and grassy fields, Frisco provides many different facets necessary to produce films.
- Not much to do. I LIKE Frisco Commons and Hope Park. Don't really care about sports.
- A progressive and forward thinking city with a variety of opportunities.

1. What short statement describes your image of Frisco today?

- Frisco is a growing community made of mostly young families. It is a great place to raise a family with excellent schools, affordable housing, and a variety of shops/restaurants. It seems that many people living here are not originally from Texas; there are lots of transplants from all around the US. Right now, Frisco is probably best known for its commitment to sports: we have the FC Dallas Soccer Stadium, a professional ballpark, the Stars hockey rink, a premier gun club, indoor skydiving, and soon the Cowboys practice football stadium. If your child plays sports or you are an adult who enjoys sports, this is the place to be! There are lots of restaurants catered to this angle as well.
- Lots of families with children. Very sports-centric.
- Fast food and dental offices.
- Frisco is a family oriented high growth community.
- Fast growing and well planned so far but future planning needs to be done carefully.
- A good place to live presently. Concerned about all the development and lack of aesthetics in planning. Five parks is not sufficient for the city. In some areas it seems like a concrete jungle and every nook and cranny is being filled with way too many duplicate businesses. A Walgreens or CVS on every corner truly is not necessary. There are no bike lanes and this is so dangerous as you cannot always see bikers.
- vibrant, young, entrepreneurial
- Frisco is a growing city great for young families and open to new business concepts, with many undeveloped, attractive parcels of land which add to the positive visual image of the community.
- An energetic community for people young and young at heart. It is a well run town that engages and encourages its citizens to participate in the positive growth of Frisco. A person has every opportunity to pursue happiness, and it has a cool name too...lol!
- Vibrant suburb with lot of potential. A great place to grow your kids.
- Growing faster than the infrastructure supports
- Family-friendly, growing fast.
- Frisco is a fast growing, predominantly upper middle class suburb of professional families that is increasingly faced with the challenge of a city that will be divided into a West Frisco vs. East Frisco, which could negatively impact the overall ratings of its school district. Should the City of Frisco wish to maintain its high quality of education, quality of life and broad tax base, it will need to develop a plan to bring high end retail and city amenities to the east Frisco while also finding ways of encouraging older Frisco neighborhoods off of Coit and Hillcrest to be well maintained and repurposed as areas that are safe neighborhoods with smaller homes for retirees and young families.
- Frisco is a growing city with a great deal of potential. It offers so much as a community to families.
- The original sections of Frisco have been forgotten in the growth of the city. Most effort appears to be made in the "new" Frisco.
- Growing, growing, growing - very new & exciting
- A fast growing city that seems to have visionary city planners who want to make sure we grow adequately for our needs.
- I see Frisco as a young, dynamic community that has watched and learned what does and does not work from its neighboring cities and acts accordingly. Frisco seems to use its resources wisely - not something that can be said of our neighboring communities. Frisco, whether intentionally or not, retains a smaller town feel than its neighbors, particularly since Frisco ISD chose a smaller school strategy, allowing true community to spring up around school beyond the elementary level. The downtown area, with its mixture of residential and commercial, is another aspect of Frisco that promotes a small town feel.
- Fast growing upscale community

1. What short statement describes your image of Frisco today?

- Growing city with a "sports" feel
- Growing too fast.
- Growing very quickly, beyond what we all know our natural resources and the current infrastructure can handle.
- Very family oriented, maintained its small country feel, clean, organized, managed properly, allows for a safe place to live.
- Baby stroller city with too many schools.
- Progressive planning and a pleasant place to live
- Great place to live.
- Frisco is well-managed. It is investing in growth with an eye to maintaining once the boom stops. It has communities that are safe with every imaginable convenience. It attracts a good mix of residents and businesses.
- Frisco is a growing, yet close-knit community with strong family values, conservative views and excellent schools.
- Youthful
- Frisco is one of the best designed cities in the the country. It has a solid infrastructure, that is great for young families, while appealing to small business.
- Dense, congested.
- Growing becoming more of a melting pot.
- A friendly, busy hub of restaurants, schools, shopping, and churches where we enjoy safety and our outdoor parks.
- A small town attitude in a growing city environment.
- growing too fast
- A place that attracts people from all over.
- A family friendly "neighborhood" which meets its' citizens' needs while still offering an abundance of arts, sporting and cultural events, and first class restaurants to encourage tourism.
- Outgrowing itself.
- Frisco is a vibrant city that is forward-thinking about business-growth and residential growth and believes in quality of life for residents, employees and visitors..
- Clean, safe, modern up & comer
- Progressive, well organized city with much to look forward to in the future.
- Progressive City.
- Frisco's image is of safe, quality school district. Neighborhoods safe. Kid and young family oriented. Growing super fast
- A city of false conservative ideas with some shallow, image-conscious leaders.
- An visually inconsistent city that is growing rapidly with a desperate need of cohesiveness.
- A great place for young families to raise their children!
- Family community with growing businesses.
- Great place to raise a family
- Growing fast.

1. What short statement describes your image of Frisco today?

- Generic...soulless
- It's a city run by very near sighted leaders who have their heads in the sand. They spend like liberals while talking like republicans. The fact our school district is trying to pass a ridiculously huge bond package is proof of that; it's like watching them build a house of cards that'll get blown away the next time the economy takes a dump.
- A family orientated city with tons of growth. Focused on the small town feel with high end amenities.
- very pristine, open land, clean
- Wealthy
- City that is growing rapidly and still has the space to grow even further .. in terms of all aspects.. shopping, leisure, homes, businesses, sports etc
- Wealthy, conservative and entitled
- Busy, but vibrant
- Frisco, full of smiles.
- The family oriented city with a focus on the future.
- Starting to have bigger city problems unfortunately.
- #1 - putting other suburbs to shame.
- Turning into a police state.
- Family friendly, business oriented, school focused. Lacks entertainment and dining options.
- Clean, modern, friendly.
- Frisco is a modern, proactive thinking town that wants to take care of its citizen's needs today and in the future, while maintaining key values.
- A newly developed suburban community that lacks character.
- A city that is growing in size yet lacks a sense of connectedness and community.
- Growing fast, but with purpose.
- Great for families!
- Growing, but lacking any character.
- Growth, Growth, Growth
- A busy shopping and dining area with steadily worsening traffic and a lack of parks.
- A city with vision, that makes a strong effort to retain a small town feel while at the same time dealing with serious growth issues.
- Growing too fast and the roads cannot keep up with the traffic.
- City government imposing ordinances that they should not be, and making our city a laughing stock around the country
- new, desirable, expensive, can be snob-ish; refuses to look at what it doesn't want to face (poverty, diversity, etc.); successful; car required
- Frisco is too busy and overdeveloped.
- Modern, new, well planned, quality infrastructure and great schools.

1. What short statement describes your image of Frisco today?

- - Family friendly, bustling town; with plenty to do.
- - Now, however, I think that we sometimes are perceived as, "not able to keep up with their growth". This town has become a big city, with too much traffic; and a "city-feel". Customer service is not the same as it use to be years ago...since now there is such a demand for goods & services here. That is disappointing. Where we once had an upscale feel, this isn't quite the same.
- Rapid expansion of population with infrastructure attempting to catch up with the growth
- Competitive, seemingly pretentious, yet full of opportunities.
- A growing, family friendly community with a good public school system.
- Our council is run by individuals with pet project goals, which blind them from the greater public good. Basic public services get sacrificed for these personal agendas. Concurrently the "Tea Party" ideology has no place in non-partisan local government at the municipal level. For example Arts Projects (money wasted and no value for it), Public Art (millions on statues that may have been spent on better uses), deals with the devils (Tom Hick ((bankrupt his company)) and now Jerry Jones so we can be "Home of the Cowboys" eventually we get left footing the bill for them to make millions in the name of economic development and all done without public input by both Fisd and City.. shameful), and finally an administrative overhead that is mind blowing. How many special event stadiums does a town this size really need? How many 6 figure city managers, directors, and department managers does the City really need? Seriously, there is a special assistant to the special assistants.. WTF? So to summarize, lead by and managed by a group of people only interested in self interests. Without the prosperous growth the poor governance and poor management would be very obvious.
- What was full of life is now full of blocks.
- City seems to be secondary to school system. We need more updating to existing facilities, not more schools.
- Neat, family friendly town.
- Frisco is a population destination for visitors and homeowners due to its excellent schools, retail shopping proximity, and overall quality of life it offers to its residents and guests. I love living here, and it's obvious why Frisco has enjoyed explosive growth and continues to attract more.
- Bursting at the seams with people yet empty buildings and storefronts everywhere.
- Great city with a need to control the growth of the City government.
- Clean, open, pleasing to the eye.
- Good growing new community.
- Awesome family friendly, and safe city. Great schools, too.
- Thriving business community in which we can live, work, and play. Has a Small-town feeling being developed within the close neighbor communities.
- We are a CONNECTED CITY.
- I would like to see Eldorado with a stop light so that the Grayhawk community can exit onto Eldorado safely. This has been an issue ever since I moved to Grayhawk in 2006 and has been rendered more dangerous as the road expanded. The 50 mph speed limit is fine but we need to be able to turn left (go east) out of our community.

1. What short statement describes your image of Frisco today?

- Frisco appears to be a step child of Plano. All our major stores, especially the mall are much smaller than the other cities. There are no upscale restaurants here in Frisco either. Probably because it is so expensive to rent here. The streets are not kept up with during bad weather. I never see street cleaning trucks or people cleaning up the sand. There are too many trees dying as there is no city keep up plan that appears to be working. Too many people in many communities park in the street because driveways and properties are not large enough. Many streets need traffic lights as people leave their communities. To make a left onto Eldorado Pkwy is a MAJOR DANGEROUS action for years and no one has does anything to improve this and get a traffic light installed. Starwood had a major accident where a child died and that light went up immediately. What the hell is our city waiting for ANOTHER DEATH?? Completely irresponsible and inexcusable. Our city needs to step it up and get it together. Also, traffic flow to our schools was never properly studied and completed. I come from a big city originally. The majority of children are driven by parents or walk, ride their bike etc.. to school. For the safety of our children bussing should be widely offered to all and if taxes need to be raised where people do not have to pay for this the better. A child getting on a bus should be the standard. NOT a privilege! And why are our young students getting up the earliest to go to school? This is really DUMB! The HS should be opening first as they will be entering the REAL WORLD much sooner than our Elementary students! These children are more likely to get a job with a 2:30 dismissal as well. NOT 4:10. These kids are working late at night and become tired for the next day. And when does this leave them time to study? Our education should come first for them! This is teaching them nothing about scheduling a NORMAL work day! This definitely needs attention! I am also sure parents could leave their small children earlier at school to GO TO WORK!!!!
- suburban town with upper middle class families
- Safe family friendly city
- Growing, well developed, but not foot traffic friendly.
- Losing the "hometown feeling" and loss of community.
- Great family place that is pristine and safe
- Master planned communities with small town feel for growing suburban city.
- Frisco is the right now the best city in entire US for peaceful, cleanest and secured living.
- It's a small town with big town amenities.
- A City that people would want to visit
- Progressive in a controlled way.
- Frisco is a prosperous city that has a balanced atmosphere of residential areas, shopping/entertainment areas. The corporate presence and job opportunities in Frisco along with the well developed streets make Frisco a top DFW city.
- up and coming. the place to live.
- I feel that Frisco is a desirable place to live and getting better every year!
- growing suburb with many amenities
- Clean and Fresh city
- A thriving, growing family friendly city who has a vision for it's future and the leadership to get there.
- Progressive, New and getting overcrowded
- Dynamic growing community
- Focused on family life and great schools. Safe place to raise a family.
- If it's not here yet, just wait, it will be

1. What short statement describes your image of Frisco today?

- All the new home construction looks alike, take a drive thru: Phillips Creek Ranch, Highland Ridge, Riverton, Waterton, Stonebrook Crossing, Richwoods, Park Place, Lawler Park, the arbors---you get the picture. My image is sameness, stone, brick, front entry garages, all cement front yard. Who approved this mess?
- Prosperous area undergoing tremendous growth.
- So sick of all the construction that just never seems to end.
- Main Street and coit is a disaster.
- Trying to make the city better but takes years to get a street finished. Why ???
- growing with reasonable infrastructure, good schools and an upscale image
- Up & coming suburb 15 years removed from anonymity.... Before 2000 no one came up here.... Why would they?
- Not watching out for too much duplication of stores. Another Walmart Superstore is not needed on Route 423 which will result in too much traffic in the area. City might be caring more for tax money and letting too many super sized stores and electricity grabbing facilities like data storage. Also building too many schools. If continue increasing real estate taxes it will, and has, resulted in people (especially seniors) losing their homes and having to move.
- Typical of any suburb, cookie cutter community with strip malls.
- Great small town feel to a growing city. Good infrastructure. Some parks and trails. West has more than east.
- Good planning,
- Young and energetic.
- In the 6 years I have lived in Frisco, I see it going from a small, manageable city to a larger metropolis with many of the problems typical in large cities -- congestion, noise, people not caring about their areas and littering with debris, crime. This mega-expansion may seem, to some, a good thing - but it is turning Frisco from a lovely place to live into something far less desirable.
- North Texas in general, and Frisco especially, is growing faster than the water supply. I hope we can find a way to slow residential growth a little.
- Holding on to a "small-town" feel.
- New, growing and focused on families. Technology and education centric.
- I see Frisco as a vibrant, growing and diverse Texas city!
- Suburban consumer hub
- Growing in a scattered messy non-visionary way.
- Fast growing suburb geared toward young families
- Booming family friendly town with low crime and good education but starting to get a snooty rep.
- Growing to fast with way to much emphasis by the City's leadership on keeping developers happy. (At the expense of the existing residents)
- Family friendly city with everything a sports lover or shopper could desire.
- sprawling, no real soul
- Frisco is still new and you can tell the growth but I think visual representation of diversity is lacking. Our city government and elected officials do not push companies and city government to do business with local firms.
- Clean, safe, very well run with terrific infrastructure.
- A cutting-edge city with fabulous leaders and a vision for the future.
- I see Frisco as a vibrant community with a great reputation and a bright future

1. What short statement describes your image of Frisco today?

- Growing and developing
- Great place for families.
- A young, family-oriented community with proximity to a major city, upscale housing, a good but not great school system and rapidly improving retail.

2. What short statement describes Frisco as you would like it to be in 2035?

- I would like some acres left natural. The critters need some place to live. Don't build on every inch of land. I
- The same as described above. However, with the rush to pack commercial developments in and around residential communities, I doubt Frisco will remain a quiet, desirable city in which to live. Many of us work outside of Frisco but choose to return to the peace and quiet of Frisco at the end of the day.
- We would like to see Frisco remain a self contained, "Highland Park" type community. More residential than commercial. However, our city officials and mayor seem to have compromised our safety and security while boosting their respective status' and powers. Political greed. Reassess zoning codes to accommodate more housing development, schools, family oriented retail. We can always travel to surrounding areas for shopping.
- plenty of green areas
- Mature but vibrant, safe, prosperous. Efficient, sustainable, stable.
- The greatest family friendly city in the world.
- clean, open, eco-friendly
- A city where the community gathers in festivals, events, and free activities.
- Independent of outside water supply.... ie: lake lavon
- Upscale restaurants along DNT –
- BJs, Pappadeauxs, Maggianos,
- Patrizios.
- Areas needed like shops at Fairview & Allen, Watters Creek on hwy 75, Shops at Legacy.
- Need more of everything more available to west Frisco.
- Need restaurants more available to west Frisco residents.
- A hub in North Dallas for arts and culture, with a diverse community and plenty of activities and independent dining options.
- I would like to see Frisco as a family-friendly town with all of the amenities of a big city with a small town feel!
- A place with even more opportunities to work and play while doing things the right way.
- More progress in the area of arts and music!
- integrated, diversity
- a city that stays clean and safe for future families
- Destination for the arts and culture in North Texas.
- Still crime free! But let's do expand the horizons a bit. More art, more opportunities for artists, along with the prevailing sports culture.
- Still crime free! But let's do expand the horizons a bit. More art, more opportunities for artists, along with the prevailing sports culture.
- More diverse in people and activities

2. What short statement describes Frisco as you would like it to be in 2035?

- A thoughtful, balanced development offering green spaces, arts, entertainment, education and sporting opportunities
- Well organized and balanced, traffic light regulated, Main street turned into lane road. More art not just sports.
- North Texas' premiere community.
- Center for arts and international sport events.
- Self sufficient in everything performing arts, sports, entertainment, restaurants
- Well rounded town - arts , sports, tourism, shopping .
- A city for all types of people. Young, old, athletic, artistic, and a city that people turn to as a model for a well rounded community.
- Well rounded community for sports and arts
- Frisco needs to be an example of what a diverse, sophisticated city can be for the modern age.
- Less preppy more old worldy. Kinda like a big city feel with a small area, more cozy.
- Supporters of not only sports, but the arts as well!
- A community that offers more culture and artistic venues. Way before 2035, I would like to see a major theatre venue that could house drama, dance and music on a large scale like Bass Hall or Wynspear Opera.
- Friendly Developed Suburbia
- The best of the new and old world.
- More eclectic shops. Less rental homes and more ownership in Old Downtown. Sidewalks and cement side streets. Skyrocketing property values.
- City that has everything you need. On the map.
- I would like to see an active artist's community with art classes(painting, ceramics, dancers, theater, music) in a central location that unites citizens of Frisco through common interests and shared projects and activities.
- It would be great to still be the same
- Eclectic
- The best place to live and raise a family in Texas, and able to offer something to everyone.
- "Come to Frisco and enjoy our fabulous arts district while you indulge in one of the city's gourmet food trucks! "
- A well-rounded community that is safe, forward thinking and has the residents of the city at its heart.
- A well-rounded community that is safe, forward thinking and has the residents of the city at its heart.
- Advanced, important
- Same as above, but stabilizing real estate and a major commitment to the Arts... visual and performing.
- Hosting more sports and arts activities (plays, orchestra, concerts, etc)
- Too far out to imagine. Changes in the area will be profound. Five years would be a better prediction.
- Diverse, educated and competitive
- Frisco is the new hidden jewel of DFW
- I would like Frisco to be a model city for other communities in the U.S. to see where we started and how we developed. Maintain the cities charm and welcome feeling.
- Not Plano. No concrete jungle. Keep growth at a minimum. Frisco needs to keep its heart and soul - not become another non-descript concrete jungle w/ block after block of duplicate strip malls.

2. What short statement describes Frisco as you would like it to be in 2035?

- 2035. The film biz has left town - CA's in the dust. LA was a bust. The "New Hollywood" is right here in the heart of Frisco, but we've done it right! Tourism is up, Economy BOOMING, Education has grown. The highlight of Frisco's timeline.
- Lots of different things to do
- Highly developed and well maintained.
- I would love Frisco to continue to be the place for excellence in schools, affordable housing, great restaurants and shopping, but also known for its incredible balance of sports AND the arts. I hope that in 2035 we will have a thriving entertainment district with beautiful parks and sanctuaries for art, quality live music in many venues, great outdoor pavilion dedicated to outdoor concerts, and a beautiful indoor performing arts center where we can feature Broadway shows, symphonies, and other performing artists. By 2035, I'd like to see Frisco known for its great arts district with visitors coming from all over just to check out the scene!
- The best community in America to live. Great schools, a variety of transportation options, and a wide variety of enrichment opportunities such as arts and sports.
- High-end housing and office space, accompanied by upscale dining and nightlife.
- Frisco is thriving community of families of all ages that stays current and engaged.
- A great place to live and play.
- A city that has landscaping can be natural to TEXAS but at the same time be there. Parking lots with trees and bike lanes.
- community oriented, family friendly, mass transit friendly, with lots of public parks , Google Fiber City
- Frisco is a city for people of all ages, well planned, with a great variety of housing options, beautiful natural areas, many education and employment opportunities, and a community not afraid to share its past.
- The planning of the city has paid off over the past years. It is well planned and offers it's citizens a quality way of life.
- A well connected mini town with lot of green spots and great neighborhoods and shopping places
- Managed Growth
- Family-friendly
- Frisco will be a community with two distinct areas, the upper class west Frisco along the DNT with retail and amenities vs. East Frisco that will become quiet neighborhoods with lower incomes and more large commercial retail, such as car dealerships. The ISD will reflect this stark divide and will ultimately lead to the downgrade of the ISD's rating. New senior center in the Hillcrest area.
- A mature city that is still a beacon to families throughout the United States looking for a wonderful place to raise a family.
- A Big Town in Texas with 'Everything you could want' that feels like a Small Texas Neighborhood Town
- It would be nice in Frisco could grow and age gracefully and I think the city council and the City Manager have that as a goal. We have lived here only 5 years but have seen enormous growth in just this short period of time. I would assume if the growth rate continues at its present rate, 2035 will see the land area maxed out. That is where I would like to see very careful planning in order to make sure services needed for the population are available and the city can maintain a drive through look that is inviting to the outside populace, i.e., bike trails, walking paths, sidewalks that allow travel by foot almost anywhere, parks, updates on older buildings, roads that easily accommodate the traffic with ease and ability to flow, well maintained and staffed police and fire personnel and shopping areas that are easily accessible and not abandoned or dying because of lack of proper planning and assessment of needs.

2. What short statement describes Frisco as you would like it to be in 2035?

- I would hope that Frisco in 2035 is a solid, successful community that has used its resources wisely. I would like to see the children that are growing up in Frisco now want to return to Frisco to raise their children. That, in my opinion, is the highest compliment that a community can get. I hope Frisco is still safe and retains as much of a small town feel as possible as the population grows. I hope that Frisco does not allow its infrastructure to age poorly and that city leadership takes a strong stance and makes sure that the owners of the larger venues here (Toyota Stadium, IKEA, Stonebriar Mall, Dr. Pepper Ballpark, Cowboys facilities, etc.) do not allow those venues to fall into disrepair. I hope that Frisco forces multi-family structure owners to maintain and repair their properties. I grew up in Richardson in the 70's and 80's and when I look at Richardson now, I am struck by how a few poorly maintained multi-family units or other structures can quickly destroy a neighborhood (e.g. Richardson Square Mall).
- Affluent upscale city rich with great schools, safe neighborhoods, and family friendly entertainment.
- City of hope and opportunity
- Best planned city ever!
- Well managed and not over populated. Sufficient resources for ALL residents which includes sufficient water for all aspects of living and the reasons we moved to a place like Frisco....beautiful landscaping, swimming pools and public water ways.
- To be the best city and has just as many unique things to offer as downtown Dallas or Plano.
- City that matured gracefully with maintained streets and neighborhoods.
- We did not forget the importance of a safe and clean place to live
- A more mature community but that has been kept up and not allowed to age and deteriorate.
- See answer to question 1 above...just stay well-managed.
- The best Frisco of the future is a vibrant community that maintains the family-focused values, emphasizes excellent schools, attracts wholesome business partners and elects strong community leaders with conservative approaches to city planning & government.
- Current or Relevant
- Frisco has emerged as a model city in the United States. It has become home to several major corporations, and has maintained a great family atmosphere. Frisco Square has become a regional hub for arts and entertainment.
- Sportsman paradise with lake charm.
- Innovative city with many entertainment and higher education options. Make a place where residents don't have to drive to Dallas to enjoy a real city vibe.
- I hope it can stay the same feeling of friendliness and safety.
- A small town attitude in a big city environment.
- more mature adult population
- Easy accessibility through mass transit, linked to Denton and McKinney. More green spaces. Maintaining mature trees.
- A forward thinking community of all ages, with many environmental conservation steps in place. A self sustainable garden owned and operated by the citizens of Frisco, where vegetables, fruits and herbs can be harvested.
- Family amusement parks....possibly another Disneyworld for the middle portion of the U.S.:)
- No water shortages
- I would like Frisco to be more vibrant than it is today.
- Small town feel, Big time player in the metroplex

2. What short statement describes Frisco as you would like it to be in 2035?

- A city that has grown with the population in such a way that it is not overwhelmed by the increase in residents. A city that anticipates problems and addresses them before they become problems. A city that manages growth issues such as water supplies, traffic congestion, and school growth.
- A city much like it is today with lots of options for entertainment, family time. More focus on senior citizens & their needs.
- Same as above but more focus on aging community of more young adults and older adults.
- A built-out city with a focus on improving the lives of its citizens with quality infrastructure and not this irrational fear of taxes being a drain and the city's offerings a simple "cost center."
- A unified city where you can tell special care and foresight was used for the development.
- Ahead of the curve. One step ahead of the growth & aging of the population.
- Family community with major business headquarters.
- Even better place to raise a family.
- Well planned and balanced between residential and businesses. Not too many apartments.
- Well-maintained city and roads and facilities including the FAC, parks, schools, businesses etc.
- Warm inviting
- I'd like it to be an all inclusive city that doesn't act like it's better than everyone else.
- Keeping the small town feel where people smile and chat with strangers. Not letting the BIG stores overrun the small shops and restaurants. You can walk through downtown at night with people eating outside. The parks are full of kids flying kites. The schools are small and most kids walk from their homes. Its a big city, but doesn't lose the small feel.
- still have that openness, some form of public transportation, clean
- Premier DFW suburb
- More focus on education and arts / cultural center.. in addition to it's Shopping / Sports image
- Welcoming, tolerant and nature friendly
- Nice neighborhoods with great parks and trail system (including Grand Park) and multiple energetic areas (such as Frisco Square, Stonebriar and Frisco North) offering highly varied entertainment, retail and dining experiences along with the great sports venues currently available for entertainment as well.
- The most well executed master planned and developed city in the United States.
- Still a family oriented city with a focus on the future.
- A safe place to raise families with more parks.
- Flying cars, Home of the Cowboys (training camp and new stadium), Home of the Stars and Mavs new stadium and home of the Rangers new stadium. Also, we need a border check on the Tollway and Preston to implement some sort of lottery system on who in Celina, Pilot Point, and other points to east and west come to Stonebriar in waves, not all the same weekend.
- Amenities, tax-payer friendly, business friendly, respect for individual rights, "Vaping" is NOT the same as tobacco!
- Family friendly, business oriented, school focused but with better infrastructure and civic beauty than Plano.
- Same, but more opportunities for employment other than retail.

2. What short statement describes Frisco as you would like it to be in 2035?

- Frisco is an innovative, employment center hub of Dallas. As the center of the 'New Dallas', it provides the right mix of high tech, medical, and white collar job's to facilitate continued growth in the U.S. It's core infrastructure withstands the years, and because of the stringent building requirements, Frisco homes and buildings remain pristine. Sports town has changed to be Arts and sports town, providing unique opportunities for children and adults alike to be active and healthy.
- A unique town with vibrant retail and commercial space in pedestrian friendly developments.
- A city that is home to connected residents that focus on building relationships within the community
- Big enough to serve, small to enough to care.
- Best place for K-12 education in the state
- Great mix of retail and residential, but known for parks, amenities, and hike/bike trails.
- A mature community which provides a secure, stable lifestyle for all its citizens.
- I would like to see parks and hopefully not gridlock whenever we need to go somewhere. It would also be nice if the city had some type of industry or business sector.
- I would like to see Frisco as an example of what a modern suburban city should look like. In my vision Frisco has great parks, bike routes, libraries and museums, drawing business and tourist, also taking full advantage of rail and buses when possible,
- Great family community on the cutting edge. Fiscally sound!
- Keep the small town feel, and do not forget Frisco roots.
- inclusive, caring community; well-maintained; great schools; lots to see and do, great community for arts and cultural activities; places to live for all ages and household types (if you work here, you can afford to live here)
- I would like Frisco to be more quiet.
- Modern, new, well planned, great schools, quality infrastructure, regional hub for high end shopping, dining and destination attractions like indoor skydiving and other similar activities.
- - Quality of schools improve. Monies go toward this, instead of building new schools.
- - Some type of cap is placed on our population and residential building (as seen in other local cities, ie: Murphy).
- - Better distribution of socio-economic sectors through the neighborhood; schools; and businesses in our city.
- A tightly connected, active, and eco conscious community with a plethora of activities serving adults and children of all ages.
- Still interspersed with rural farms, yet full of opportunities (and less pretentious).
- A friendly, clean city with a small town feel that sets the benchmark for public education and economic opportunity.
- One that provides effective and efficient basic quality of life services: parks, libraries, affordable water services, broad tax base, ISO 1 rating continued, quality effective city management, and maintain capital infrastructure on a regular schedule for cost efficiency.
- Balance of community, nature, people, career opportunity and lifes path.
- Diverse Driven
- I believe Frisco will continue to differentiate itself from other growing bedroom communities in North Texas due to its smart decisions coming from city planners and politicians. I believe that the focus on sports amenities such as Toyota Park, Dr. Pepper Park, Star Center, Dallas Cowboys facilities, and public parks creates a valuable destination that offers more than just nice schools and houses to the public.
- Thriving community.

2. What short statement describes Frisco as you would like it to be in 2035?

- Great City that controlled government spending and provided the basic services that are required:
- Fire, Police, roads. The city stopped trying to provide services or enter businesses it should not be in (Fitness center, dog parks, Grand Park, etc) and actually lowered taxes. Also the City broke the unions providing City services so that their employees actually make less than what the average public sector employees make.
- Clean, open, non-congested, threads of nature everywhere.
- Established
- Being from Los Angeles, I've seen how some cities growth was not planned well. Let's consider Glendale and Burbank. Both similar cities to Frisco, incorporated, private police and fire and great schools. Glendale, wanted more income (bus. taxes), so they changed the city ordinances to allow more and taller business buildings. This caused huge traffic and overall congestion problems that continue to this day. Then, as Glendale grew in population, they had to incorporate too many apartments, which began to bring in riff raff. Burbank on the other hand, decided to expand with more of a focus on "small town feel". They revitalized without allowing tall (over 10 stories) buildings, but giving tax incentives to the film industry to continue to bring work and taxes to the city. Glendale used to be considered the superior city, but now Burbank is much more family friendly. So, growth is great, but please keep in mind what makes Frisco great. Great family environment, great schools, and safety.
- Frisco Square and several other areas like it developed, and thriving.
- I would like to see a nice park with large trees that residents could go to for family gatherings, picnics and outdoor entertainment. I moved from Woodland Hills in California and we had a large park that residents could relax in, have large picnic gatherings and enjoy outdoor entertainment on a small stage with bathroom facilities attached. Art festivals were also held there. It promoted great family communication and opportunities for all residents and baseball and basketball areas for children with safe bike paths.
- Prioritizing our children's educational, sociable, and healthful needs to live in a realistic world!
- suburban town with upper middle class families; with great facilities and smaller schools and close to businesses employers.
- Community that fosters families and offers an impeccable public education
- A walking community. Work and retail accessible by bicycle.
- I would like to see Frisco continue to be known as an amazing city, place to visit for tourists...but with that with a hometown feel.
- A place where you can have housing for older as well as the younger folks
- Master planned communities with small town feel if Dallas' largest suburban city.
- Frisco has grown from peaceful, cleanest and secured living to the most prominent, rich, clean, secured, peaceful, upholding family values, tech savvy and growth oriented city of the future for every individual and companies to make Frisco as their base.
- Three cities in one, a place where you can work, shop, and play all without leaving Frisco.
- A city that had the send to maintain it's historic fabric. Homes that appreciate each year.
- Keeping the small city feel.
- I would like to see Frisco much the same way it is now. Frisco employees and workers will have to keep up maintenance and aesthetics to provide the same "modern, new look" that Frisco has today.
- still fresh. still relevant.
- I would like to see Frisco being kept beautiful, clean and modern.
- mature desirable community with many amenities, low crime, great schools, high property values

2. What short statement describes Frisco as you would like it to be in 2035?

- Keep it clean and crime free
- A friendly community in Northern Texas with employment, recreation and people that bring you in and make it hard to leave.
- A place to call home and to be sure that we get the instruments we need to keep it safe and fun for everyone.
- Thriving with attractions for residents
- Focused on family life and great schools. Safe place to raise a family. (Same as today).
- Not to look tired, like Richardson or Plano. Keep the brick walls standing,
- A City that has not grown too much beyond the build out of now vacant land with a mature and massive level of trees that has maintained the median strips in most roads.
- More parks
- Water parks.
- Dog parks
- Hiking trails
- Very little in this city compared to others
- Sad really
- keep developing upscale communities, keep up the good work on infrastructure and schools, keep developing business office space (but not warehouse space) and keep apartments to an absolute minimum (apartments have been a bane to Plano's existence esp for the Plano schools)
- Great family community w/ tons of amenities / development, etc.
Great schools, great place to raise families, tons of nice parks / trails & a safe community.
- Not charging seniors taxes. Green areas where cows can still roam. Stopped building so much and left more open land. Stopped allowing watering of grass so there will be water to drink as it is more important to have water to survive than have green grass.
- A walkable community residents can walk to EVERYTHING including a food market, pubs, shops, parks, entertainment, restaurants...etc.
Stop with the all the stereotypical strip malls that age with time and ruin a community. Stop with the fast food (make America fat) chains, nail salons and Wal Marts. Can't Frisco be unique? Develop infrastructure with PARKS, BIKE ROUTES, RUNNING/WALKING ROUTES. How about SMALL WALKABLE markets where affordable FRESH foods are offered (not in bulk) everyday.
- More city parks with bike trails and walking paths. Another major thoroughfare that doesn't have a toll to get through town. Redeveloped Main Street with old store fronts and more boutiques. Bigger and better senior services and senior center.
- Vision for growth and change
- Modern, clean and family friendly, with ties to its roots.
- I would like to see Frisco limit its population growth. Instead, I would like to see growth in other areas, such as cultural expansion and interesting retail areas.
- Maintain the "small-town" feel with family-friendly venues.
- Established, clean, safe and family oriented from end to end. Technology and education centric.
- I will enjoy tooling up and down Preston Road in my mag-lev car in 2035. Seriously, I would like to see Frisco retain a strong hold on past roots and continue to modernize as well. Old meets new if you will.
- Suburban arts center
- Maintain a "newness" look to it that doesn't look crowded, cluttered and filled with apartments and residential areas.

2. What short statement describes Frisco as you would like it to be in 2035?

- Stable, modern family orientated community
- Established well off town with great benefits for its residents and continues to be family friendly with low crime and a good education system.
- City leadership make decisions based on the needs of the City's existing residents. Balanced growth, fewer medium and high density developments. Frisco was and should be a highly desired, lower density City.
- Small town feel with all the amenities of a growing new city.
- have a center where people go
- I would like to city having a better mobility plan, an advocate for embracing diversity unlike the other cities within Collin County.
- I'll be dead.
- A cutting-edge city with fabulous leaders and a vision for the future. I hope that even after we are "done growing", we will continue to move forward with what is best for our city.
- I would like to see Frisco continue to become an economic base for North Texas, and maintain its strong focus on family and community
- Best place to live, safety, innovative, known nationally
- A great place for families with the amenities of a cosmopolitan city.
- A maturing community with well-preserved housing and an excellent school system, like west Plano.

3. What one or two changes in the next few years would have the biggest positive impact on Frisco as a place to live and work?

- Developers keep building new strip centers when we have many vacant strip centers.
- We need more quality restaurants like Luby's, Ruby Tuesdays, Seasons 52, and non-chain destination restaurants.
- We would like to see a reassessment of zoning codes surrounding housing developments. What might have been designated as suitable for commercial development in the 1980s is not the best today's population.
- We DO NOT need large service stations packed into residential communities. Also, Main Street, Frisco could be developed into a more imaginative street.
- the development of the Cowboys facility
- Smart infrastructure, using zoning, planning and technology to put in place infrastructure that addresses congestion, safety, efficiency in the face of fast growth.
- A master water plan that addresses sustainable supply and use.
- Attract new business - large, medium & small. It'd be great to have some major corporations call Frisco home.
- We support a tax increase for more roads and parks.
- more art related places, eco friendly, clean air and water
- Phillips Creek Ranch development will be a nice addition but if you "junk" it up with a Walmart, it will not be attractive.
- Eliminate the toll roads. We are boxed in.

3. What one or two changes in the next few years would have the biggest positive impact on Frisco as a place to live and work?

- slow down the building, drill a number of major water wells near water towers. we need to take advantage of in ground water supplies and not on surface lake water.
- Single story housing for parents of young families to join them in Frisco.
- Traffic interchange between the North Dallas Tollway and the Sam Rayburn Tollway - would be nice to have the traffic situation improved. Also, some type of incentive system for small businesses and the arts would be great.
- Bringing in more corporate companies for more jobs and building another park like the Frisco Commons on the west side....i.e. Central Park!
- Grand Park, Dallas Cowboys and bringing in some large employers.
- Having local performance centers in the arts as a destination rather than having to go to Allen or Dallas.
- More vital Main street area. Performing and visual arts center with the other counties which was planned and did not go.
- Restaurants with choices for low-fat, less salt meals. More opportunities for artists.
- The senior center is pretty minimal.... How about a pool? Afternoon exercise classes, including Hatha yoga instead of yoga flow. (Yoga Flow was developed for people forty and under!)
- Restaurants with choices for low-fat, less salt meals. More opportunities for artists.
- More artistic venues and events NOT SPORTS related
- Getting ahead of the TRAFFIC NIGHTMARES and stop approving unhealthy fast food places. we have few healthy, innovative options. Seems all we have is fast food, DG, McDonald, Taco whatever, burgers. Very few upscale or mid range options
- Build a classical concert/ballet/theater place. Town is big and will get bigger so why do we go to Dallas or Plano for ballet, classical concert, opera. Frisco should work on this to become more balanced. Work related, bring in encourage more small business.
- Some kind of centralized cultural district that can function as the hub for city life and the development of well-rounded citizens.
- Improve educational system and bring music and arts to children which is affordable
- More schools, more big name companies relocating here to Frisco
- Historic shopping district- something with character, an alternative to strip malls. Give small shops incentives to make downtown unique.
- Live: a more arts based focus. There's so much emphasis on sports which is great but not accessible for everyone
- Work: we need physical accessibility. This includes wide roads, public transportation and a better connection with Dallas.
- More arts opportunities and family friendly activities besides sports attractions.
- Frisco needs to support the local artists; visual, theatrical, and musical with a designated building and space for the development and marketing of all artistic talent.
- The education system, please bring back 6 week tests!!
- The performing arts!!! We need a professional and Broadway caliber theatre!

3. What one or two changes in the next few years would have the biggest positive impact on Frisco as a place to live and work?

- The performing arts!!! We need a professional and Broadway caliber theatre!
- Controlling traffic
- Expanded venues other than local art music. Places to walk, meet and greet people.
- Not everything has to be family oriented. Adult coffee houses with live music and constant energy flow of people. A place to grab food, sit and enjoy the outside with a pet. An international movie theater.
- How about live theater and performance hall.
- Growth of Old downtown Frisco and the Cowboys facility, and hopefully the start of Grand Park.
- More businesses opening up, Theater, Orchestra
- larger exercise rooms at the senior center.
- support for local artists.
- fewer apartments
- LESS Apartments! LESS Condos. Change how much rent cost for business' so more different styles can afford to stay in business. Example, Frisco Sq.
- Greater focus on the arts.
- More culture, better NON FAST FOOD restaurants. For the love of God, not all of us are sports fanatics.
- A place to bring more Arts into the city. We need a balance to the huge sports and shopping expansions happening!!
- I would love to see Frisco be friendlier to small business. The sign and parking restrictions are killing the downtown area!
- Can we please see the food trucks make a home next to the Snow Cone Lady? Pretty please?
- A place to bring more Arts into the city. We need a balance to the huge sports and shopping expansions happening!!
- I would love to see Frisco be friendlier to small business. The sign and parking restrictions are killing the downtown area!
- Can we please see the food trucks make a home next to the Snow Cone Lady? Pretty please?
- A Frisco art center for artists, students and performers to work and display their talents.
- A symphony-worthy performance hall AND a decent-sized museum for visual art... at least a collection of galleries with a meeting space to nurture and grow the VAGF, Visual Art Guild of Frisco.
- Add more arts like concert venues to the area; more restaurants and family-oriented activities would be great
- How Frisco deals with enormous growth that is expected to happen. How City leaders will continue to manage a City that grows much larger.
- Traffic and roads
- to have unique attractions most places don't have.. to be upscale and the next up an coming San Francisco with technology jobs and start ups.
- How the city preserves open space, the types of businesses we attract and a shift to more economic support and less on residential building.

3. What one or two changes in the next few years would have the biggest positive impact on Frisco as a place to live and work?

- Control growth! Sorry, we don't need every single income bracket in the city. Keeping the city upper middle class isn't a bad thing. I don't feel Highland Park needs to add housing I can afford - I need to make the income that allows me to move to Highland Park.
- Bringing a large film production studio to Frisco would provide jobs, increase tourism, and give the economy and housing market a boost!
- Neighborhood park and pool.
- There has been a decrease in the care of roadway medians that has reflected poorly on our community. Maintain more native and planted trees in roadways.
- Obviously for me as a local piano and violin teacher, performer, and arts advocate, I would like to see some type of indoor Performing Arts Facility built in Frisco that can house theater programs as well as a symphony. Right now we have no such venue aside from high school auditoriums, and businesses are choosing to take their dance, theater, and music shows to Allen's Performing Arts Center or the Grand Theater in Lewisville. This takes away from the restaurant businesses here that could really profit from the audience that attends these concerts! I know it will be a hard nut to crack especially as the previous effort with the Arts of Collin County project is still unraveling, but I believe Frisco is ready to have a PAC of our own rather than sharing it with 3 other cities. That also means we can make it the BEST one in the area!!
- Building a performing arts center so our kids have options other than sports. Address the rapidly increasing traffic congestion.
- Reduce neighborhood speed limits to 25mph. Revise liquor laws to allow bars and restaurants to stay open until 2am.
- Development of Grand Park.
- Downtown facelift/revitalization.
- Careful development of new schools and school districts. Moving the Cowboys here could be a positive move if the traffic it will draw is managed responsibly.
- More attention paid to aesthetics in planning. More attention to what business are being approved. Having more legacy type development would be beneficial versus walmart and drug stores
- more public parks and tied into mass transit system w/ commuter rail
- no longer give out 'taxpayer subsidies' to sports teams
- larger 'minimum' home lot sizes
- Google 'Fiber city'
- Attract more businesses to city for job growth and development of mass transit services for the community.
- Commuter train service, performing arts center, and city golf course.
- Getting Google fiber in place for high speed connectivity and promoting competition and choices. Getting the Grand Park rolling after all the concerns of Stewart creek are addressed.
- Plentiful water that is drinkable 365 day of the year. Frisco can't seem to provide quality tap water, yet encourages more families, schools, etc. without clearing up this issue first.
- Live: keeping it family-friendly
- Work: more technology-sector growth

3. What one or two changes in the next few years would have the biggest positive impact on Frisco as a place to live and work?

- The addition of the Cowboys headquarters will certainly have a positive impact, but will also bring challenges of traffic for communities in west Frisco. If the City of Frisco would like to build more of a downtown feel with an urban feel off of Main, I suggest introducing a trolley system to move people around the Main street area. The City of Frisco also has a great opportunity to bring dynamic, retail and family-focused developments along 121 in East Frisco. A planetarium (with partnership of an area company such as Raytheon) and other STEM-focused facilities would be a large draw within the City and in the community.
- The water supply has to be dealt with immediately. With Stage 4 right around the corner and no end in sight for new home construction, the current residents of Frisco are faced with a bleak future in terms of water supply. Going into Stage 4 will be devastating for our city and will most certainly cause our home values to plummet.
- I wish every inch of ground wasn't being covered in concrete for another shopping center. Frisco does have a number of parks and sports facilities, which are great, but I wish more space could be conserved for those purposes. How many Walmarts have to be crammed into a 15 mile radius before enough is enough?
- Adding access to mass transit (train lines, etc) would help with the traffic.
- Organized Frisco Locals Only Community events designed to celebrate Frisco, it's Heritage, it's Present & it's Future. Events would showcase new & existing businesses, promote local interaction & discussion between Politicians & the People, and thereby keep Frisco Friendly :)
- 1. The ability to travel through the city on roads that have been built to properly accommodate the traffic. One example is FM 423 which has been widened and is great in Frisco but when I travel north to Eldorado, there is an area that is a nightmare almost all day long because of the traffic. I have understood that the one lane area is not a Frisco issue but it does impact Frisco residents who travel that way. Perhaps some collaboration with other cities could be done to help remedy these type situations.
- 2. Communication from city planners to the population of Frisco. Presently, I receive emails about street closings or expansions which is very helpful but I would like even more information such as - new shopping mall being built on _____, and other developments. I have recently been to a public library brainstorming session and thought it was quite interesting and encouraging.
- Continue building and staffing the new schools. Speed up the construction of the roads. For example, I've been here for six years and it's frustrating, for example, that Stonebrook still does not connect to the DNT. I realize that road construction is a complicated process involving multiple governmental entities, but the road situation is one of the few frustrating aspects of living in Frisco.
- Roadway/infrastructure improvements. Anticipate population needs
- *Large office complex with park, shopping and parking garage.
- *Build "Old & New." Develop a weekend relaxation spot with an "old" feel, around a large and beautiful city park. Some place for crafters and weekend shoppers, artists, and musicians to gather, stroll, shop and sample ethnic cuisines. (I don't want to have to go to Albuquerque or Fredricksburg for that!) A place for Art in the Park, etc. Would love to see a city that has plenty for those on the fast track and those who are laid back. Our own city can be our fun, RELAXING destination.
- Good but could be better
- Limit the amount of new neighborhoods and therefore additional strain on our resources. We are already seeing the consequences of the population growing too quickly...roads are severely congested, public areas are over crowded and we are all on stage 3 and now possibly stage 4 water restrictions. Unlike Plano I believe we have the foresight to limit the population of Frisco so that all resources both natural and man-made can be enjoyed by all!!! And we can continue to be a beautiful and well run community.

3. What one or two changes in the next few years would have the biggest positive impact on Frisco as a place to live and work?

- More companies to bring to Frisco so that citizens of Frisco can actually work here. More local and unique restaurants to Frisco since Frisco currently has almost none. All of the unique and amazing restaurants are located in downtown Dallas area. Would be nice to have a "foodie destination" like Bishop Arts or Trinity Groves or Uptown.
- Control spending and reduce taxes. Don't over build.
- Dependable water supply
- More facilities for adults without children
- I think two things are critical for Frisco: Focus on Self-Sufficiency and Focus on Youth. For self sufficiency, the biggest issue is water...need to assure a good and future-proof plan for reliable water supply. Secondary to this is local food/produce and power production. If there is any kind of event that causes a general breakdown in the economy for example, we need to be able to fend for ourselves as a community once the large commercial supply chains start to break down. As for the youth, two things seem to lead to crime: the young not being able to find gainful employment or the youth getting involved in drugs and needing finances to support that habit. If we have a good plan to make sure young adults have good jobs it will help them stay away from drugs (hopefully) and if not it will at least help them afford their habit without resorting to stealing.
- Completion of key construction projects (roads, schools) will help with crowding and traffic concerns. Maintaining a strong elected city government is critical.
- 1) Finding a way to connect the older, historic part of Main Street with the newer Frisco Square area. Distance-wise, that is an easy walk, but the train tracks are a barrier. It would be great to find a way to connect the two, which in theory would lead to a connected city-section that would be able to grow together.
- 2) Developing the arts project and/or using some of the city's open space for a Heard Natural Science or Arboretum type attraction. Our family has an Arboretum membership, but it would be a great attraction for all of Collin County if something similar could be done in Frisco. People who may be reluctant to make the drive to Dallas from Prosper, Celina, or even Aubrey and Denton County areas may be more willing to come to Frisco for a fine attraction like that. I think this should be studied.
- Reduction and or elimination of toll roads
- Annex neighboring city to have lake access. (The Colony).
- More museums, better use of Frisco Square. Our family has no reason to go to Frisco Square. We need an arts district. Need to look at attracting a college/university.
- I think better ways of commuting would be helpful. We need bike lanes. I proposed this ten years ago before lots of roads were improved and I'm still advocating for it. Probably a bus system will be helpful.
- Maintain open spaces and parks for recreation leisure.
- Keep office and commercial facilities out of residential areas.
- Have Frisco get very serious about water conservation. We can't sustain the weak policy we currently have.
- Green spaces, walking trails, biking trails.
- Finish the street projects which seem to have been abandoned.
- Produce a water which is potable.
- A water plan in place that makes sense, like 'sand scaping' instead of landscaping. Especially common areas.
- Thinking about transportation issues, i.e., public transportation linking it to North Texas major venues and helping the community with water conservation.

3. What one or two changes in the next few years would have the biggest positive impact on Frisco as a place to live and work?

- Infrastructure 1 step ahead of growth including road widening/construction
- Keep tabs on Cowboy Alley...we don't want to be Valley Ranch in 2016
- Traffic will get worse as more residents move in. Work on timing traffic lights on the major thoroughfares so that we do not have stop-n-go traffic with 20-30 cars idling waiting for the green light. Not every light needs protected turns. Use computerized traffic controls to minimize waits. Program lights per day of week and time of day so that traffic flows freely.
- Create more pedestrian friendly zones and limit the overwhelming concrete parking lots we have now.
- Reduce noise from traffic on major roads and high ways. Noise disrupts the quality of life of near by residents. City not currently doing enough research and action to find out how to best combat this. Roads: Preston Road, DNT, Any major north/south and east/west throughfares.
- Transportation options for long commutes to Dallas as well cross town trips. My teens would be able to make better use of the library or participate in events if there was a way for them to travel across town when I am working. It would also be nice to be able to make trip to Dallas in a manner that was better for the environment.
- Updated and expanded roads due to traffic concerns. Expand schools with bond election. Monitor city growth and zoning. Keeping aging city, buildings and roads updated.
- 1. a two party system
- 2. revised tax structure that realistically covers the cost of 9 new schools each year.
- Reduction in allowing unattractive business (dry cleaners, donut shops, car wash/repair shops, YOGURT SHOPS - no name business that cant support the fee structures needed to thrive). Creating a city where local transportation is fun and easy (trolley, walking paths with lights/ benches/easy for dogs and families, creating and outside living space everywhere - trees etc etc)
- Having a DART station in Frisco
- Keeping the schools at manageable levels and areas for kids to play safely.
- More neighborhood parks.
- More entertainment for adults that can stay out passed 11. Would like to spend the shops at legacy money in my own town.
- Limiting the number of developments of future neighborhoods and apartment complexes. The traffic and congestion on the roads has increased exponentially in the last 7 years. Yes, roads have been widened which we appreciate, but it's becoming crowded and congested.
- More real jobs with wages above 20\$ an hour. Joining DART
- Keeping ahead of the growth... traffic, homes, etc. Most cities that grow this fast have problems. But hopefully Frisco can stay ahead with infrastructure. Police force, streets, etc.
- safety, good level of schools, diverse businesses
- Improved traffic flow
- Roads needs to stay AHEAD of traffic growth... since home and business will continue to grow, if planning for more / bigger or easier commuting options would make life positive (or less frustrating..).
- And don't forget to build nature area / parks... play / relaxation areas for ease to maintain /grow 'quality of life'
- More natural open space and less development

3. What one or two changes in the next few years would have the biggest positive impact on Frisco as a place to live and work?

- 1. Focus on Grand Park
- 2. Make Main street west of the tollway six lanes and fix the Main/Legacy intersection so you don't have to stop twice when turning from Main to Legacy
- 1. A large national/international corporation that is properly hedged against economic downturns and has open campus based high-tech office buildings.
- 2. A four (4) year university campus located along the greenbelt.
- 3. Mass transportation, specifically LIGHT RAIL. It has got to be done with at least one (1) rail line to the DART Carrollton Station. A second rail line to the DART Plano Station is even better and due to the socioeconomic demographic of our FANTASTIC city, an ideal rail line would run alongside/above/beneath or a combination of all on the Dallas North Tollway. This should be done sooner than later. It just makes too much sense not to do it.
- An improved town center with more restaurants/bars with character (no chains) and more boutique shops.
- Less parking in neighborhood streets. Just allow it on one side. Streets are getting full and pack with cars especially during school hours.
- A town lake with a beach.
- Pre-plan roads better. Too often we are reconstructing roads due to growth that should be foreseeable.
- Reduce the number of apartments. We are overcrowding our schools that are already busting at the seams in some areas.
- Get the Exide cleanup done and toxic materials re-mediated.
- Stop the speed traps and revenue enhancement on the backs of residents, stop the vaping bane.
- Allow B & G Alcohol Permit holders to sell for on and off site consumption.
- Let's do something about the bottleneck on Main St going through the old downtown area. I can't believe that we spent the money to widen the road, only to then block off one lane in each direction. Open up those other lanes and make people park in parking lots. I know Frisco owns a couple of lots down there.
- Complete Stonebrook Pkwy, so that you can drive on it from Preston, all the way to 423.
- Expand Hillcrest through Brinkman Ranch.
- Encourage growth on the North end of Frisco on Preston Road.
- A vibrant high tech corridor, with bringing all facets of jobs to Frisco would be key. This will fuel the 'Right' growth in the north texas area. Additionally putting in a master transportation plan for access to OTHER employment centers by 2035 will be critical for future growth.
- landscaped berms along major thoroughfares to give a sense of calm and nature to the town (ie...Eldorado, south side of road between Griffin MS & Legacy) Also, landscaped berms at major intersections to screen parking lots, etc...
- Need for parks and nature preserves in East and West Frisco.
- Building a true community that focuses on building real relationships by taking care of each other and giving back.
- Slow the traffic down on Preston.
- Affordable housing, not just these huge McMansions. Public transportation.
- Dedicated bike lanes

3. What one or two changes in the next few years would have the biggest positive impact on Frisco as a place to live and work?

- Lure more companies to the Frisco area.
- Continue to work on/extend the hike and bike trails. There are too many areas with no sidewalks (Legacy north of Lebanon for example) that limit routes around the city for those walking and running.
- Water has the potential to be either a positive or negative impact on Frisco...If the water shortage is not solved, Frisco's luster will become tarnished.
- A second issue would be the passage of late night liquor and package stores, both as a sorely needed source of revenue.
- More companies actually opening facilities that provide employment. Except for retail and food that seems to be lacking. Also get a handle on the traffic situation. Preston is rapidly becoming a nightmare.
- Seeing all the roads finally expanded to where they should be (like FM 423). Lower taxes would also be great!
- Infrastructure update for the growing city.
- Staying out of national news with ridiculous ordinances and frivolous arrests, and police admitting there wrong doing
- Focus on areas other than sports - need more cultural and art venues. My son does not play sports!
- Less development and building.
- To finish out the corner of 121 and Custer and add the Arts center on the four corners.
- More offices, more high end retail and dining options.
- - Continue to develop a well- blended community; where there are no distinct areas of socio-economic majorities.
- - Clean up our 'downtown'/ Main street area. For instance, the "day workers" that are constantly present near the local gas station on Main not only keeps many of us from wanting to shop in that area, but it makes a poor impression of this part of our town as our visitors come down main street. Our Main Street should be improved to reflect an upscale, uptown feel -- all the way to Preston road. This is where most of our visitor's come (besides Stonebriar).
- - Trolley system Main Street area (either regularly or on big event days).
- - Improved rates at the Frisco Athletics Center- if this is to be a true community center (not a privately owned facility), would like to see daily or family rates go down.
- Please, please, please make more bike lanes!! Traffic in West Frisco going south is crazy. Post more signs about the right of cyclists on the roads, or have dedicated lanes for cyclists. More bike trails, the one north of town is a HUGE hit. Need more. Perhaps offering public transportation down the road in the way of buses, etc would help to create less traffic and more eco friendly traveling. Keep up the green theme. Shared, community workspaces for small business attraction, conscious capitalism.
- Whole Foods coming to town along with more earth-friendly and green initiatives.
- Less apartments, better traffic efficiency.
- Cut out waste of taxpayer dollars on public art by shifting the cost to business developers. Let's try to stop giving away the farm. We did it when it was right with GGP Mall and now we are a destination location with the heavy hand.
- Emphasis on people traffic between all the growth areas and neighborhoods. Don't consume what can't be replaced; people can go to Plano for concrete backyards; Frisco is a premium worth paying for. Connect us to the metroplex to experience big city and make it easy to return home.

3. What one or two changes in the next few years would have the biggest positive impact on Frisco as a place to live and work?

- Lowering of property taxes.
- Take away the toll roads
- I would love to see Frisco have more mixed usage developments that surround Frisco Square with walkable environments that would ultimately link the railroad tracks to a light rail commuter train for commuting and airport access. Population density will be an issue in the future, and there are too many mixed use developments that lack a flair for walkable spaces. Would love to see Frisco Square/Grand Park/or any future development have something like McKinney's Adriatica which has a huge water feature (lake) be the focal point around the shops, stores, restaurants. Grand Park and its construction is vital to the maintaining the city's positive image and creates valuable green space for generations to enjoy before Frisco's eventual build out.
- Also, clean up and development of the old Exide site will be vital to the safety as the creeks are cleaned up, and the land can be developed. Land is too valuable and close to other high value places like the Dallas Cowboys, Frisco Station, Frisco Square to not be developed.
- Less new construction when there are empty buildings, improved downtown area. Downtown Frisco is looking/feeling very rundown, dirty and vacant. Nice quaint shops next to nasty laundry mats. Its a mixed image and it is not appealing.
- The City needs to rollback government spending and provided only the basic services that are required such as fire, police, roads. The city needs to stop trying to provide services or enter businesses it should not be in (fitness center, dog parks, etc) and actually lower taxes. Also if the City can eliminate unions from providing City services then Frisco will not end up like Detroit or many towns in the northern states. City of Frisco employees should make less than what the average public sector employees make. Frisco should hold salaries/wages at the current year rate for ten years or more until government employees make less that private section employees.
- 1. Continued focus on education - to have the best schools around.
- 2. Continued focus on roadway projects to make sure that stays ahead of development northward.
- Mass transportation in city and to Dallas and Denton.
- Frisco needs a large public park. One that incorporates sports, skate park perhaps, swim center, large kids play area, many, many TREE'S for shade. Bike paths, tennis courts, horse paths, etc.
- A large museum that would perhaps cover many different areas. Art, history, science.
- More activities in the city. Let's face it, Frisco is safe, with good schools, but it is boring.
- having some sort of bus system.
- Building John Hickman street and opening it up off the Tollway asap. Its becoming too congested w/ all the construction.
- Developing the Tollway/ Lebanon corner
- I would like to see street lights (auto on/off at dark and dusk) on residential streets. My street has one but most streets have none. I do not feel safe walking or driving down those without corner lights.
- SCHOOL HOURS!!!! High school goes first, middle school next and elementary last!! This is realistic! AND an easy change! This is how the world works folks!
- Build out of Grand Park
- Traffic relief on the Tollway and more stores such as Whole Foods and Trader Joes so we don't have to drive to another town.

3. What one or two changes in the next few years would have the biggest positive impact on Frisco as a place to live and work?

- City wide bike and walk trails. Less dependence on toll roads.
- Living in Frisco: Having more nature instead of demolishing the trees with new construction. Keep more trees in neighborhoods/city streets.
- Working: Besides the Cowboys, bringing more corporations to the city as headquarters (like Plano has).
- Bringing a huge soccer facility to the city for kids..not a Fieldhouse, but strictly soccer under one roof. Many club/academy teams. Bigger fields (outdoor) for kids...besides Warren/Bacchus.
- No big box stores near residential neighborhoods; more green spaces; more routes to commute downtown to Dallas
- Clear paths (North to South, East to West) on each of Frisco's main streets. Keep the businesses and residential areas along the toll way professional looking. Remove any run down looking buildings.
- There are multiple areas where contributions would have a major impact:
 - a. Innovativeness: Multiple options for young or old entrepreneurs to get their ideas patented for which, what provisions are available - that will enable new job opportunities & markets to be created.
 - b. Cleanliness: A trash pick up system that could be underground driven from individual homes that is placed near the mail box - that ensures unwanted mails, are directly dumped, shredded and swept directly to the central trash incinerator for alternate forms of fuel and gas - that can reused.
- Infrastructure, Infrastructure, and Infrastructure. The primary roads leading (4 of them) need to be expanded to 3 lanes from 423 to the Tollway.
- Revitalization of the older section of Frisco. Move city employees to less expensive property outside of the center of town. Turn the existing city hall building into a Hotel and create a vibrant downtown.
- More art. Better choices at senior center.
- Speeding up the development of Grand Park would be nice to see. Considering the idea was born in 2006, I would really like to see it built and open to the public as soon as possible.
- expansion of the trails. more green incentives. magnet programs in our school systems!!!!
- I would like to see a large center built so that we can bring in big-time shows, bands, etc. The Cowboys training center will also make a big impact. Also, a large theatre for musicals, etc. would be great!
- limit the number of apartments and multi-family dwelling. stop allowing neon signage for retail- it is ugly and low class. Limit big box retail, especially not allowing the proposed Walmart on 423, and promote the right kind of retail and WAY more green space. Require retail to provide more green buffer areas and trees.
- More Parks and sidewalk planning as well as diversity in recreation
- We NEED some recreational facilities and parks to walk. All the cities around us have places to walk and relieve stress but us. I hate going to Plano and McKinney to find a place to walk.
- Develop north and west Frisco to reflect the upscale dynamic city the south and east have become
- A Dart train station that connects to the one on 75 so we can get downtown or commute to work. More free attractions like Safety Town (and the skate park being built). Maintain or heighten police presence.
- To build new homes that do not all look alike, brick, stone, UGH
An affordable public golf course which would take up a lot of land because Frisco is fine the way it is. use the extra land for golf not commercial. please....

3. What one or two changes in the next few years would have the biggest positive impact on Frisco as a place to live and work?

- On call transportation. The small vans that you can reserve to take you to doctors, etc.
More emphasis on visual arts and crafts. Even the art gallery at the Discovery Center is really only a hallway.
- Less nail salon and hair cut places
- More family restaurants
- better upscale restaurants and shopping and a high quality hospital in far west Frisco
stop the high voltage electric lines from CoServ that will run west on Main Street
stop the WalMart planned of Stonebrook and 423
- Suburb w/ growing pains. Lived here since 2003 & east / west corridors haven't expanded with population growth like Plano did in 80s & 90s.
- Why is Main Street headed towards tollway still 2 lanes? Why still 2 lanes w/ no right turn near Starwood? Legacy desperately needs to be 3 lanes....
- Congestion is out of control around school hours, after work & on weekends. TONS worse than Plano in the 80s & 90s when they expanded at a fast pace.
- No senior taxes. Slow down building until the water supply is better. Stopped allowing watering grass and pouring millions/billions of gallons of water to prepare land for building on until the drought is over.
- We have plenty of land. Does not mean we have to build on every square inch. Create CULTURE, HEALTH, WALKABILITY, SPORTS, ENTERTAINMENT.
- Again....stop being the same as the rest of America's suburbs. We do NOT need another McDonalds, Chicken Express or nail salon.
- Better roads
- More provisions for senior citizens and the arts
- I think we have a lot of light retail but not enough sit down restaurants unless you want to travel a few miles from west Frisco.
Keeping focus on good schools is very important as otherwise young families will go elsewhere.
- FM 423 must be expanded to accommodate the increased traffic. It would also be reassuring to see more police patrols, especially at night -- for citizen safety and not just for traffic violations.
- more park space - running/biking trails, sports fields; limit apartments.
- More police patrols and more cheap / free entertainment for younger teenagers. A focus on higher paying employers in the technology industry will do us all good.
- Traffic issues in Frisco are the main source of discontent for me. City leaders should remain cognizant of this growing issue and plan accordingly.
- More than one library location, move events created across the city to crest community
- We have yet to see a place like "Shops of Legacy" in Plano or "Waters Creek" in McKinney that is high end looking and a place for families to stroll, eat and shop all in one place that has a beautiful outdoor feel.
Maintain high traffic areas as the population grows.
- Infrastructure
- water supply
- Less apartments, more quality homes.
- More quality businesses.

3. What one or two changes in the next few years would have the biggest positive impact on Frisco as a place to live and work?

- 1) Stop the out of control growth. We do not have the infrastructure, the schools, nor the WATER resources to support this mad dash of expansion.
- Add a streetcar service and a small zoo.
- stop letting every company in
- BUILD PARKS with playing fields.
- The impact will be influenced by infrastructure for water, roadways and wastewater. Evaluate alternative modes of transportation other than car or truck.
- A mountain and an ocean.
- Development of Grand Park/Frisco Square as a "place to be"
- I think that continuing to recruit businesses to consider Frisco as a Corporate base is a great strategy. Another idea I think Frisco should consider is to build a 1st rate city owned golf complex that would attract players from around North Texas, and become an additional source of revenue and jobs for our city.
- Incorporating residents wants and needs into projects near to neighborhoods. We can't simply allow all strip centers to add fills lease space. EDC should also be engaged in bringing smaller business, restaurants, unique shopping to neighborhoods.
- limiting the amount/number of industrial areas. Continuing to support the academic education of our children. Increased Green spaces.
- The City of Frisco needs to get control of power infrastructure development, possibly by establishing a municipally-owned electric utility like Garland, Denton, and Greenville. The city is marred by a crazy grid of transmission lines, and CoServ/Brazos show every intention of continuing to deploy unsightly facilities in and through the City.

4. What are the most important features that make Frisco a distinctive community?

- Low taxes, safety, and our government.
- Beautiful residential communities. Upscale homes in upscale neighborhoods. Less crime and traffic congestion, noise pollution. Open spaces. Shopping is convenient. Schools located close to home.
- Frisco in SMALL . It has a small, friendly feeling. We have beautiful homes in lovely neighborhoods. Crime hasn't escalated yet. We have less noise pollution and traffic congestion (so far) than other cities.
- the multiple neighborhoods and peoples diversity
- Price-value - Frisco is the new American dream for families. Dynamic Community - Business, residential, entertainment, shopping,.....you don't have to leave Frisco for much.
- Frisco ISD, Stonebriar, a sports city, a family friendly community.
- variety of restaurants, shopping and sport venues.
- That's the problem...it's not distinctive.
- Clean

4. What are the most important features that make Frisco a distinctive community?

- Sports venues
- Stonebriar mall
- Small, affordable, convenient, interesting heritage.
- We have just about everything anyone needs whether it is sports venues, great mall, movie theaters, restaurants. I hardly ever have to travel out of my Frisco "bubble" to get what I need!
- Focus on education, livability. Willingness to be creative to make things happen.
- A friendly image!
- schools, safety, up beat
- the amenities available
- Activities in addition to sports. More well rounded assortment of entertainment and cultural events.
- Frisco has been described as a cocoon. But it is becoming more diverse and everyone seems pretty tolerant.
- Frisco has been described as a cocoon. But it is becoming more diverse and everyone seems pretty tolerant.
- Family friendliness
- family friendly, good schools, variety of single family housing \$'s, LIMITED Multi family
- Nice houses, and roads and well organized school system, library, few family festivals.
- Family friendly. Neighborhood centric. Easily navigable.
- Sense of tranquility in the midst a city.
- Great schools, sports facilities, access to highways, newer homes,
- Clean. Progressive. Friendly. Good planning.
- Currently, that would be it's amazing sports facilities - current and up and coming.
- Good set of values, family centered, and great public schools
- Frisco is so boring it is neither distinctive nor does it exhibit any sense of a common community.
- Very new
- The Main Street Frisco square area, HOPE Park, shopping, sports venues
- Sense of community, smaller schools, and friendly neighbors.
- Sense of community, smaller schools, and friendly neighbors.
- Sports
- Safety
- Destination - parks, games, events
- clean and new.
- Train Museum. Sports. Good Schools.
- school, residential, well located
- Housing, roadways nice, updated.
- Art work (sculptures) and sports teams and shopping

4. What are the most important features that make Frisco a distinctive community?

- Ballpark, soccer stadium, and now Cowboys headquarters.
- A concert hall.
- Frisco isn't a distinctive community. It is almost identical to Orange County, CA. A lot of rude snobby people over extended on lines of credit living in McMansions they can't afford.
- Our beautiful parks and public spaces,. Activities, festivals and community events. Superior schools, fire, police and public works system.
- Our beautiful parks and public spaces,. Activities, festivals and community events. Superior schools, fire, police and public works system.
- friendly people, awesome schools, people who care about each other
- At this time, the sports teams and arenas. Frisco has still maintained a grasp on a small-town feel despite its growth.
- it's variety of sports events available; the people in the area
- Great schools, an active Arts Program, green space, strict building codes and compliance, and a well thought out Master Plan for development.
- All the amenities, arts, museums, library, parks and sports
- still feels small even though it is big
- Aesthetics, feeling of safety, small town charm, dedication to small school facilities with the best amenities.
- Right now? It's that we're not Plano. We're growing, but hopefully it'll slow down and we can keep a sense of community versus cookie cutter developments that suck the soul out of everything.
- Frisco is homey. Frisco is classy. Frisco is friendly. Frisco is always moving.
- Variety of venues for entertainment and events scheduled that bring visitors into our city.
- 1. Great Schools
- 2. Affordable housing
- 3. Extracurricular opportunities for the kids
- 4. Accessibility to all major highways
- 5. Variety of cultures
- 6. Balance of sports and arts
- 7. Plenty of shopping and restaurants!
- Nothing other than sports right now. Would like to add a dynamic arts program to make us a more well-rounded city.
- Sports.
- Convenience
- Family atmosphere
- Sports venues and opportunities
- Arts community
- Restaurants
- Parks

4. What are the most important features that make Frisco a distinctive community?

- It has lots of shopping and sports available and still seems like a place people would want to live.
- Friendly clean place to live
- Frisco Square, family oriented, good roads, progressive
- MARR - museum of the american railroad
- Pizza Hut Park
- 1. Isolated residential areas centered on major thoroughfares
- 2. Baxter Brinkman's vast undeveloped land holdings (beautiful views near Preston and Main as you go down hill towards old town) and unfinished steel frame house
- 3. Limestone Quarry Park and Taychus Trail
- Well planned with strict zoning and building codes. Encourages retail growth which keeps our taxes reasonable.
- Lot of sports venues and parks
- family-related services (library, parks, athletic center, shopping, dining, etc)
- Frisco ISD is the main draw for the community, and as the number of schools expand, the City of Frisco will need to maintain a high quality of teachers, administrators and programs. Another key feature of the community is the development of a suburban "downtown" with family oriented retail, professional sport teams and museums. These areas could be bolstered by a trolley system that takes people from various sporting venues and museums to retail shops and restaurants.
- Great balance of family life, retail and athletics. Frisco offers something for just about everyone.
- We moved to Frisco Lakes 5 years ago and chose this location because of Frisco Lakes. The bonus was the city of Frisco. I know with the rapid growth of the city, there are a number of buildings that are fairly new and because of this, a lot of things in Frisco have a fresh, new look. With age, some of these things will no longer look all fresh and new but I think they can still maintain that feeling with proper care.
- The thing I like best and use constantly is the Frisco Public Library. I have utilized several public libraries through my adult years and this one is excellent.
- In Frisco Lakes, we have had several meetings with some group from the city which has been very helpful and informative. You develop a sense of city pride when you know a lot about your city and you feel the city officials (both elected and appointed) are working with the best interest of its residents in mind.
- Location. Safety. Small schools. Availability of sports/entertainment venues. The distinct subdivisions that create a more neighborhood feel. Availability of shopping.
- The schools
- Dr. Pepper Arena
- Cathedral of Frisco
- Amenities
- Well maintained and attractive landscape. Strict building codes. Efficient city services. Good efforts to educate the Frisco residents on conservation of resources.
- It's clean and green, family oriented, provides a feel for a safe community to live in. New communities/neighborhoods are built very well. Construction is well organized.
- Shopping galore

4. What are the most important features that make Frisco a distinctive community?

- Never forget the citizens and don't allow growth to exceed our resources
- Lots of community involvement
- I think security is one. And I think convenience is another. There are good roadways, there is a lot of shopping and dining options, there are a variety of event and activity venues, and those options keep growing as Frisco expands.
- Excellent schools are at the top of the list, but this is not possible without involved, conservative citizens and Christian values in city leadership.
- Great schools, friendly neighbors, great shopping, excellent variety of restaurants
- Structure and family atmosphere
- Everything's all here.
- Parks, schools, and affordable living.
- Not in big community but still has all necessary facilities.
- Frisco is still new. New anything is good.
- Room to grow, not so much a concrete jungle, access to tollways
- Beautiful landscaping, large community parks, clean neighborhoods with attractive and safe entrances and walls....
- Young, conservative and growing
- Outstanding Housing Developments, Schools, Quality Retail Development, Effective and Solid Government, Long-range Planning, a variety of activities
- Grain bins on Main St - we should never lose our heritage and should seek to maintain a small town feel despite our growth
- Dry county/restaurant only status to maintain family friendly / public safety appeal.
- Clean, modern, well-landscaped community.
- Diversity of people and activities --- something for everyone.
- The library, the parks, the excellent roads/planning, and it is a very safe town.
- For the most part everything is here, kid and family oriented. Love that FC Dallas, Cowboys, Rough Riders all here.
- 1. The lack of a true downtown, city center as opposed to a giant mall as culture.
- 2. Any sense of real community
- The school system and the location in the metroplex
- Strong sense of community & promotion of active life styles.
- The sports for the kids as well as the professional sports and business with still a community feeling.
- Well laid out master plan.
- Diversity
- Great community leaders, family friendliness, safety of the city, FISD, new developments
- 350k houses with no yards crammed mere feet away from one another and people lining up to buy them.

4. What are the most important features that make Frisco a distinctive community?

- Small schools, lots of fun parks (not just a big field of grass), community events constantly....
- Like how things are spread out, but grouped together. Unique restaurants are at 121/Preston and Main/DNT.
- Excellent public and private schools
- Its place in the geography of north texas
- Ball parks, Grand Park (when it is finished), Stonebriar area, FISD, Cowboys training facility (when it is finished), excellent working relationship between City and FISD, excellent public/private partnership thinking by public officials.
- Family centric with higher standards expected by everyone through education, community action, participation, spirit and price points.
- 1) Good schools
- 2) Low crime
- 3) Nightlife
- 4) no more apartments
- Small town feel
- Town spirit, top notch entertainment, shopping, and dining and awesome parks and sports leagues.
- Sports friendly. Lots of activities. Getting businesses like the Frisco Gun Club and iFly are a real tribute.
- Athletic amenities, schools, civic planning
- Emphasis on family.
- Key infrastructure that facilitates growth, such as Toyota Stadium, Dr Pepper ball park, etc surrounded by a vibrant tax base. Grand park has the opportunity to be a standout facility and provide green space for many years to come.
- Tollway, sports venues, high home values, high income households
- Convenience to shopping for families; More businesses are moving in to help offset taxes and present new job opportunities
- Controlled development.
- Great schools. Friendly atmosphere.
- FISD and the focus on attracting families.
- The implementation of plans, processes and procedures from the Mike Simpson era makes Frisco what it is today.
- An overall niceness of the community in general. There is so far little urban blight in spite of extremely rapid growth.
- In my opinion it is the people, I lived in Plano and in Dallas, and the people here, at least in my community are very friendly...I think it's because it wasn't that long ago that Frisco was a small town, I hope the trend continues even as the city grows. People are driving much more aggressively than when we first moved here, makes me a little nervous about the city changing.
- Education, low crime, activities for the entire family. Tourist destination.
- Keeping traditions alive, and sports

4. What are the most important features that make Frisco a distinctive community?

- We're the new and shiny place to be... but that's wearing thin already. We look like everyone else, but we're more expensive.
- The growth.
- The numerous sports activities are great
- Quality infrastructure, well planned, and great schools.
- - Good schools; comparative low taxes.
- - Variety of Dining options.
- - Multitude of shopping options.
- - Luxury retail options (spa, luxury car dealerships etc).
- - Many medical providers/ complexes to chose from.
- Public schools have a good reputation. Keeping them at the top should be a priority. Sporting events. Concerts, fun family events, good restaurants, and a great vibe keep it relevant.
- Our schools
- School district. Neighborhood developments. Retail and dining options.
- Parks and the sprinkler parks.... when they aren't shut down by fascist NTWMD.
- Open lands(slowly losing its distinction). Diverse in economies, sports, and strong in community spirit.
- Lack of billboards and having good rules regarding advertisements.
- Having everything one needs, shopping, restaurants, etc. in or near your neighborhood. More adult entertainment.
- Quality schools, safe neighborhoods, access to retail shopping and restaurants, brand recognition from the sports affiliations such as RoughRiders, Stars, FC Dallas, Dallas Cowboys, FieldHouse, etc. The mandate of Frisco high schools to stay 4A and remain smaller is a wise and smart decision for students , their education and for the quality of extracurricular sports/competitions.
- Frisco has been the beneficiary of being in the growth path for Dallas. Frisco needs to not squander the increased property taxes and sales tax as eventually those amounts will stop growing. In the past the citizens have shown the resolve to stop wasteful spending (Arts Center). Hopefully Frisco will continue to find the right people to be on City Council and keep in check those Council members who love spending other people's money on pet projects (Grand Park, Arts Center, dog parks etc).
- Clean and uniform. No trashy looking spots, broken down fencing, hodge podge looking subdivisions or corners that you see in surrounding towns (The Colony, Little Elm). Thoughtful, organized major intersections. Thoughtful and organized roadways, little congestion on weekends despite major venues. Family friendly businesses and entertainment.
- New. Young. Good schools. Sports and entertainment close.
- Schools and nice homes.
- still small town feel ~~ though we clearly are not, anymore. Big heart and independent business people that see it as "our job" to maintain our big heart feeling and connections.
- Most of Frisco is now convenient to local businesses and I believe it has made other communities like Little Elm notice and start to improve their own areas. I have noticed this west of FM 423 on Eldorado lately.
- Family, Education & Sports. Needs serious improvements to function as an up to date city.

4. What are the most important features that make Frisco a distinctive community?

- Smaller great schools
- Parks and schools
- Walk or bike to work would set it apart from other cities in Texas.
- School District
- Fieldhouse
- Bringing Cowboys Training Camp here
- Parade on Main Street
- The Sports Complexes--Toyota Stadium, Dr. Pepper Park, and the coming Dallas Cowboys training facility
- We moved here for the public schools and low crime rate. The best part for me is the planning that has gone into every community, road, school location... Nothing is hard to get to, which is much better than other cities around us.
- Space: Overall space management for homes, schools and other types of facility with ample space in every community for relaxed, secured parking and community services, development makes Frisco as the most distinctive community.
- The small town family atmosphere, the constant commitment to bring in business that will put Frisco on the map, and the openness of the government.
- Currently there are few if any. Shops of Legacy, Watters Crossing are leaving Frisco behind. Our downtown area is an embarrassment.
- Active citizens, engaged leadership
- Frisco is a distinctive community because of its well engineered streets, public events, long list of popular places to go for entertainment, and public safety.
- the feeling of a master planned community. one does not have to leave- we have it all here. as long we stay ahead in our strategic long term planning; we should always be the 'place to be'.
- The city is beautiful and kept clean.
- The schools are excellent.
- There are lots of sports events.
- easy access to retail, sports and great schools
- Art, but we need more
- a great library
- Many fine churches that support our community
- Parks and Employment opportunities (great roads don't hurt either)
- Very modern and thriving
- Attractions such as upscale dining and shopping pride in community projects such as parks. Protections for residents from outside influences such as government programs

4. What are the most important features that make Frisco a distinctive community?

- -Schools, schools, schools
- -Family-friendly activities/atmosphere
- -Free attractions/parks
- -Community activities
- -Good infrastructure planning for future growth
- -Smart corporate attraction initiatives
- As Frisco moves into the future, it's wonderful to see the way we have not forgotten our roots. As we drive through the community whether it be to run errands or take our child to their extra-curricular activities the Art that is incorporated throughout the community is a wonderful reminder whether it be the fabulous statues or stone carved literature. It's not only esthetically pleasing but it reminds of us the people from our past who help make Frisco what it is today
- Keeping it a sports town.
- Emphasis on sports.
- Keeping schools small.
- Making it a family environment
- Such as more family things to do.
- Another mall ?
- Take a look at flower mound/ highland village and copy them
- upscale community with a good economic base and good schools
- Location to major corporations.
- 4a school sizes are optimal for kids & extracurricular activities.
- Sports for now. Love all the health and entertainment venues like soccer, baseball, hockey, basketball....and thank goodness DALLAS COWBOYS future headquarters. Love the philosophy for smaller schools so ALL children can discover their talents and not just the elite. Love the idea of all the professional businesses being created.
- Growth and retail
- Parks
- Walking trails
- Sports venues
- Clean
- Young. Planned well.
- In general, the population is friendly and helpful.
- Variety of businesses, both large chain and local, available to visit, including the sport venues.
- I'd say the parks, safety town museums, etc. that really show a focus on family.
- It is fabulous to drive from one end of the city that is filled with pastures to the other end with huge shipping malls filled with cutting edge tools and fashion and then catch a pro game or practice somewhere in the middle. Food choices are extremely rich here. Family life is valued highly. I understand that the schools here are nice but have no school aged kids at home.

4. What are the most important features that make Frisco a distinctive community?

- Convenience and cleanliness
- Schools is why we moved here and less expensive to build compared to Plano. I still think Plano and McKinney still have one up on us as far as a "feel" of high standards.
- Family orientated
- Education, population growth, and household income
- The disappearing asset of green space to people ratio. The quality of services and shopping available locally. (As opposed to the current development trend of more more more...when more is lower quality and too much density.)
- Frisco has every possible sport team coming here. There is always something family friendly available for entertainment. The schools are great.
- schools maybe, but even those are getting out of hand.
- As of now. It's the sports and the progressive recruitment of businesses. The schools are the foundation.
- Clean, safe, very well run, great schools, terrific infrastructure.
- Excellent leadership and vision, exemplary school district, great "experiences"(sports venues, shopping, indoor sky diving, gun range, etc)
- Our infrastructure, close proximity to Dallas, and emphasis on youth and family
- Planned, sports activities, great schools, always something new and positive in terms of developments to look forward to.
- Parks and a family friendly atmosphere.
- Frisco is populated by young families, which gives it a distinctive character. The good schools and lots of businesses that cater to families, as well as the City's emphasis on parks and recreation for kids make it attractive for families.

5. What place or places in Frisco do you go to for special celebrations?

- I don't have many of those, but I would probably go to Randy's Steak House.
- Restaurants.
- Restaurants.
- downtown
- We go to places for small celebrations like family birthdays, etc. - Theaters, Restaurants
- Frisco square, ball park.
- Frisco Commons.
- Out of Frisco upscale restaurants.
- Thai Green Village, Fifth Street Patio Cafe, Babe's Chicken.
- Trufire, La Hacienda, Stonebriar Country Club

5. What place or places in Frisco do you go to for special celebrations?

- My own home and backyard, Frisco Square, restaurants, parks.
- Frisco Square
- Restaurants.
- Usually leave the Frisco area for such events.
- Sadly, we have to go to Plano. We have FAR too many low end unhealthy food options. Very few innovative, healthy and upscale places.
- We need some good restaurant, we have too many food chains, cheap restaurants with low quality of food. More healthy choices, organic restaurants, some good barbeque. New bigger parks.
- Downtown.
- Dave and busters
- None we go to Plano
- Frisco Square (festivals). Convention center for daddy daughter dance. Frisco Commons for weekly outings with the kids.
- I go to the Shops of Legacy mostly, but will head to Pizzeria Testa when I don't want to drive far!
- Restaurants, places like Canyon Climbing, large parks
- Are there places to go?
- Fruitteaslicious, movie theater, and dimples
- Parks
- For special celebrations, I go outside of Frisco to Plano and Dallas. I like privately owned establishments more than chain restaurants.
- For special celebrations, I go outside of Frisco to Plano and Dallas. I like privately owned establishments more than chain restaurants.
- Community Events - egg hunt, arts festival, etc
- Not much.
- Various Downtown Frisco Restaurants
- restaurants
- churches
- there are very very parks that are worthy or a hike.
- Jin Beh, TruFire, Dave and Busters
- Unfortunately, we usually to go Shops of Legacy which has a lot of different shops/restaurants for walking around.
- Westin Hotel, or fine restaurants.
- 5th Street Cafe, 3 squares, Friendship Park, Frisco Gun Club
- Parks, Frisco Athletic Building, Local Restaurants.
- Parks, Frisco Athletic Building, Local Restaurants.

5. What place or places in Frisco do you go to for special celebrations?

- Casa Ritas
- There's only one fine dining experience outside of Stonebriar Country Club... The Silver Fox Steakhouse. Fine, adult dining establishments are desperately needed for the growing adult and business community here.
- Babe's Restaurant; Frisco Square area
- Stonebriar Country Club, City Square
- Restaurants, heritage village(next to the heritage museum), senior center, library, parks, fire station and FAC facilities
- n/a
- Kotta sushi & orange leaf
- Various. Primarily restaurants. Will likely change once we adopt our cousin's kids.
- Rock-climbing, Bowling, The Ballpark.
- We don't really have much that is well known.
- Restaurants near the mall
- Public parks or restaurants if we want to stay in Frisco.
- We go to Plano because of Frisco's restrictive liquor laws.
- Restaurants
- parks
- Randy's Steak House
- Town square and shops if legacy.
- Frisco Square
- 1. La Hacienda Ranch
- 2. Buca di Beppo's
- 3. Mattito's
- 4. Babe's
- 5. Kenny's Burgers
- 6. The Lodge (Hunters Creek) swimming pool, playground and picnic area for children's birthday celebrations
- Toyota Stadium...Jimmy Buffett concert!!
- Frisco Square
- restaurants (Fadi's in particular)
- Retailers such a Strikz and the sporting venues.
- Many of the places we go to for special celebrations are outside of Frisco, unfortunately. We need more fine dining options. We typically go to Shops at Legacy or into Dallas to celebrate special occasions--Pappas, Jaspers, Javiers.
- One2One is okay. Silverfox is decent, but not a top choice. Randy's will do in a pinch, but nothing to rave about. Those are the only "fine" dining establishments Frisco has.
- Frisco Commons Park

5. What place or places in Frisco do you go to for special celebrations?

- Most of what we do for celebrations are contained here at Frisco Lakes or at our church. We have been to the soccer fields here in Frisco to watch our granddaughter play soccer. She lives in Highland Park and we have been to a large number of different facilities to watch her play and Frisco has a very nice planned soccer facility.
- This is one aspect of Frisco that is lacking. Other than Stonebriar Country Club, there's really not a good venue for special occasions.
- We don't; we go to upscale parts of Dallas and Plano.
- Dr. Pepper Arena
- Cathedral of Frisco
- Restaurants: Babe's, Rudy's, various Mexican restaurants, etc.
- City square
- Dr Pepper ball park. Various restaurants in Shops at Starwood. Football stadium.
- Mash'd, 3 Stacks, icream.
- No place. Go to plano or dallas for dining
- The Hacienda Restaurant
- Restaurants
- If it is really special, home with family and/or friends is the place to be.
- Restaurants, Main Event, Movie Theaters and Main Street.
- Have not done this. We usually just celebrate at home or at whatever restaurant the guest of honor chooses.
- none
- Embassy.
- Nowhere really. Not much to do here.
- Restaurants
- Frisco Commons, Frisco Square
- Bonnie Ruth's Patisserie, Babe's,
- Restaurants
- The many restaurants available in the community.
- Shops of Starwood, Minor League Sports
- We have not lived here long enough to know yet.
- Frisco Square
- The park!
- FC Dallas, restaurants in town, Main Street for library X-mas, Frisco Arts, etc..
- 1. Restaurants in Plano
- 2. Home
- Platias - other than that we go to a different city.

5. What place or places in Frisco do you go to for special celebrations?

- Parks.
- Parks, main event, strikes, etc.
- Frisco Commons / Hope Park
- Not many options for adults.
- Restaurants like La Hacienda Ranch or Blue Goose
- I go to the Tollway. It takes me to places that are open after 10pm.
- City hall area, Preston / 121 area for nice restaurants.
- outdoor
- Frisco Commons/Hope Park/Sprayground
- Frisco Square
- Actually... we go to the Legacy Shops.. as the restaurants around Stonebriar don't tend to stay open late.. or the selections are not as diverse.
- None. Everythin here is so commercialized that it sort of feels plastic
- Buca Di Beppo, Babe's Chicken, Main Event
- There is no better place than "home" when living in Frisco.
- Westin Stonebriar
- Frisco sq
- The main square and FC Dallas park.
- A number of the local dining establishments, parks, sporting events.
- Randy's steakhouse, TruFire Grill, iFly
- None. Quality of dining and nightlife in Dallas and to some degree Plano exceeds the offerings in Frisco.
- Frisco Commons.
- The restaurants in Frisco are very good, but not a lot of high end options. With a couple of exceptions.
- Frisco Commons, Warren Park
- None- Travel to Plano and Dallas
- Any of the fine eating places.
- Posados!
- We typically don't, Frisco is really lacking in anything other than non-unique chains.
- Unfortunately, McKinney, Plano or Dallas...Frisco is in dire need of some world class dining.
- None
- Usually we invite people over! I can't think of a particular restaurant or sight, we have used Hall Office Park and Central Park for Photo Ops like graduation and prom.
- Upscale restaurants at the shops of Legacy. There are too few fine dinning restaurants in Frisco. Too much fast food.
- Frisco Commons

5. What place or places in Frisco do you go to for special celebrations?

- There aren't many special places in Frisco... not even a good variety of birthday party venues.
- I don't. It is too busy.
- None - we go to Plano, Addison or Dallas
- Cheesecake factory. Other "favorite" restaurants.
- Everything on Main Street, Old Frisco Parks (Veterans Park and the kids area are great), Toyota Soccer Field
- Parks and restaurants
- Sporting venues Dr Pepper Ballpark & Arena. Restaurants.
- Pump it up, Aquatics and Rec Center, WOGA, and Dr. Pepper Arena
- Dinner of Preston. Frisco Square.
- Up scale family type restaurants.
- No Place
- Nice restaurants like Bonnie Ruths or the park like Central or Warren Park.
- Usually to Silver Fox. As a City we don't need to provide a place for people to celebrate. Let the private developers who risk their money provide what the market wants. It has been proven time and again that government employees can't pick winners, usually only losers.
- Stonebriar Mall, Frisco Square
- Restaurants, city parks
- church or restaurants. There isn't much more.
- Estillio Gaucho, 3 Stacks (for casual), Kotta, Platia
- Usually local restaurants. However, it would be nice to have a large community park as stated above.
- NONE! Other than a sporting event.
- Main Event, parks
- We mostly go to children's venues.
- Downtown, Merry Main Street, Babe's,
- restaurants
- We typically go outside Frisco for special celebrations mostly at Shops at Legacy. I'm not as concerned that we don't have an equivalent meeting place in Frisco. Actually, I prefer that it is outside the city. Enjoy downtown Frisco near City Hall.
- 1. Main Event.
- 2. Community Halls.
- 3. Restaurants
- Not a lot of celebration type instances usually a birthday or two and those are at homes. "Date night" we usually end up at Edoko and every Friday we are usually at Tupy's.
- Events are in the Center City location
- Hotels, stadiums, restaurants

5. What place or places in Frisco do you go to for special celebrations?

- varies.
- Restaurants, Bars.
- restaurants- prefer the smaller, locally owned
- sports venues
- Fire Station predominantly for us...we have young kids right now.
- None. I go to Dallas
- High end dining
- Daddy Daughter Dance
- Safety Town Halloween
- National Night Out
- Merry Main Street (need something in spring)
- 5k's (Gary Burns)
- Stadiums
- Main event for kids Dave and busters
- For adults - Allen.
- Nice steak houses in north Dallas
- Town Hall area. Movie theater.
- NONE. We go to PLANO at the Shops at Legacy EVERY WEEKEND to spend our time, stroll and enjoy the little bit of nature, shops and restaurants they have to offer. Nothing like that to offer in Frisco so we do not spend our time here. Only reason we live here is because schools were excellent. Once children out of school, there is nothing desirable for us to stay in Frisco.
- Restaurants
- Churches
- I'd like a nice bigger park.
- I generally leave Frisco on the weekends, as I find restaurants and stores are much too crowded for my enjoyment.
- Parks! I've been to the museum a few times and SciTech is on my todo list with my older boys.
- I go to various eateries and coffee houses throughout Frisco for special occasions.
- For truly special celebration we go to Dallas or McKinney where there are more local food options as opposed to the chains in Frisco.
- None.
- None, I go to Plano. Shops of Legacy
- Frisco Commons, Bounce House places (with the younger kids), movies. Need more good celebration restaurants now that you mention. We occasionally will go to Plano or Dallas to get some of those restaurants for celebrations.
- Randy White's BBQ for youth team celebrations. Randy White's Steak House for anniversaries (not related Randy's).

5. What place or places in Frisco do you go to for special celebrations?

- Cheesecake Factory, hope park, cinemark,
- my house, maybe Bonnie Ruths
- I typically go to Dallas for these events
- None.
- Many nice restaurants...but what is lacking is a walkable "place to be" type atmosphere like in the Shops at Legacy in Plano or Shops of Fairview/Allen.
- That is a problem. There are not enough places in town that cater to the nightlife, not enough upscale restaurants. This is important to the success and progress of major developments like the new Cowboys World HQ.
- Mostly good to Plano Shops of Legacy, unique venue with family like babes. Most high-end restaurants/steakhouses in Plano.
- Parks, Restaurants.
- Businesses that provide parties for kids, restaurants, event rooms in local hotels.

6. What kinds of retail businesses are most important to add to the mix of shopping choices in Frisco?

- I can't think of any we do not already have.
- We already have a large mall in Frisco and several in Plano . We have home improvement, lawn and garden, clothing and shoes ,service stations, spas, restaurants, hotels, grocery stores, Target, discount shopping, bookstores, community centers, car dealerships, cinemas. You name it, we've got it .
- We have Stonebriar Mall and several more large malls in Plano and Dallas. There are home improvement, lawn and garden, clothing, discount, resale, hotels, spas, sports oriented shops.....any type of retail one would need. The area may be saturated at this point.
- perhaps a central market facility
- Upscale grocers, i.e. Central Market. LIQUOR store - i.e. Total Wine
- No more retail zoning, too much already, which allows for low quality tenants. High quality restaurants, unique/one of a kind stores, large sporting good stores, more entertainment uses, more nightlife (Frisco is dead at 10pm).
- I think we have enough varied shopping in Frisco now. Do not over build!
- Let's eliminate some.
- Watters Creek area,
- Shops at Legacy area,
- Available to NW Frisco.
- Independent small businesses, not chain stores. More restaurants that deliver, with more options in ethnic dining. Music venues (think the Granada or the Loft). Aside from small businesses, would be great to have a Fry's nearby.
- Central Market would be REALLY nice. Another Market Street.....

6. What kinds of retail businesses are most important to add to the mix of shopping choices in Frisco?

- Restaurants, especially non-chain or at least smaller, local chains like Matittos.
- Independent shops owned by locals!
- restaurants
- we need a Taco Casa
- The shopping at 121 and Preston is good, but if Main street were filled out with more unusual, non-chain, non-franchise types of businesses and restaurants, and activities it would be nice.
- Upscale department stores with Petite sizes!!!
- Upscale department stores with Petite sizes!!!
- We have plenty of shopping, how about more parks, bike trails, nature trails, duck ponds?
- A pedestrian mall would be great. Love what is happening at Legacy and at Shops near Preston and Park and even the newer development in Allen. Look to those great examples of what Frisco could be.
- Health store, light Whole Foods. Art places. More little shops, private little store, business. Around library there should be more little store, restaurants. Another Frisco Athletic Center on the west side of Frisco.
- Any third place environment: coffee shops, cafés, breakfast joints.
- Asian stores
- Small unique boutiques and restaurants in a location that encourages patrons to walk around. Not the mall, but our downtown and Frisco Square have potential. It's just very expensive to rent space there (I've checked into this) to add galleries, coffee shops, specialty stores. It could be a tourist destination, similar to Grapevine, but the city needs to help give incentives to those wanting to invest in this area of town. Right now it seems disconnected and parts seem abandoned.
- High end. Driving to Dallas for shopping is rather inconvenient.
- Kids specialty clothing stores
- There needs to more non chain places to dine and non big box stores to shop.
- the retailers like vintage-y and more muslim friendly clothing
- Bigger better farmers market, Whole Foods, Trader Joes
- We need a Trader Joe's and a Charming Charlie's!
- We need a Trader Joe's and a Charming Charlie's!
- larger variety of food - not just the "standards"
- more unique stores - not chains
- experience type businesses - iFly, ice skating, etc.
- small Mom and Pop shops. No big name retailers. A place where rent is a normal price. a tailor can make a living, an antique shop, a ceramics shop. a clock shop, a vintage clothing store. Funky art, jewelry and hand made stuff. In a retail setting with benches outside and flower planters an ice cream shop a dinner with an old world character.
- Art. WholeFoods, Coffee houses. Boutiques.
- Mixture from high-end to affordable.

6. What kinds of retail businesses are most important to add to the mix of shopping choices in Frisco?

- Boutiques, something other than the 'big box stores'.
- I would love to see more mom and pop shops as opposed to chain stores
- Anchor stores/ Stores like Willow Bend Mall; Whole Foods (which is coming to the new development)
- ARTS, MUSIC, Non fast food eating establishments, and how about a bakery. No more yogurt shops or nail salons.
- More development of the Center City - old town Frisco area.
- More development of the Center City - old town Frisco area.
- small owners specialty shops
- Higher-end retail and restaurants: Neiman Marcus, Stanley Korshak, Forty-Five Ten, Morton's Steakhouse, Javier's Mexican... I could go on and on. Look at Highland Park Village for suggestions and options.
- It would be desirable to support small non chain oriented businesses. While I like the large stores such as Nordstrom, etc., I think there needs to be an effort to get small unique and specialty outlets to have locations in Frisco.
- We have a good mix now
- unique, upscale, one of a kind
- More restaurant options on West side of tollway. Furniture stores.
- Quality restaurants - more Mom & Pop and sole-proprietor/regional fare. Enough big box/corporate stuff.
- With the inclusion of a film studio, production equipment houses, prop houses, and make-up and wardrobe shops would be essential to the retail businesses in Frisco.
- Game store. Water park. Play centers. More places that have play spaces where I can be while my mom and dad shop so I don't have to go with them when they run errands.
- More live music centers
- More healthy food restaurants and specialty groceries in Frisco! People are willing to pay more for quality food.
- School tutoring and performing arts instructors. We have so many kids, and so few of these businesses.
- Restaurants
- apparel shopping
- More small eateries and small businesses.
- more 'sit down' restaurant choices./// enough fast food already :)
- more unique shops
- A good bookstore, music store, and map store would be great
- Upscale men's casual clothing store
- Artesian type retail, art galleries, mom and pop specialty stores. A winery or two.
- Auto dealers.. many big ones still missing.
- would love to have a Fry's, but with one as close as south-Plano, I'm not holding my breath. Otherwise, Frisco seems to have one of everything.

6. What kinds of retail businesses are most important to add to the mix of shopping choices in Frisco?

- Family friendly retailers, high end grocers, Apple store, and organic grocers.
- My hope is that the future development along 380 will resemble something like Shops at Legacy, Southlake Town Center, or Waters Creek in Allen. Stonebriar Mall is a great facility, but we need something more in line with one of the other developments--shopping, dining, entertainment all packaged together. Frisco Town Square has been a complete disappointment. I'm not sure that I want to do these activities on the Cowboy's practice facility property either.
- Small, locally owned businesses. Family owned businesses. We have all of the major chains and big box stores, but Frisco lacks many choices that aren't available anyplace else.
- small multi-tenant Neighborhood shopping centers with 20+ stores, near housing tracts so they can support & be supported by the local neighborhoods instead of/in addition to, going to the Super Centers.
- Example:
single story multi-building ranch style buildings with lots of free parking & easy access to day-to-day 'run in & out' shopping featuring shoe repair, cleaners, eye/GYN/Pediatric doctors, coffee shops, local sit-down & fast food restaurants, ice cream shops, arts & crafts/framing shops, small retail clothing & shoe stores, up-scale non-profit thrift shop, cards & paper store, UPS/USPS mailing store, Civic center for licenses/other misc. Government needs, gas station & car wash, hardware store, anchored by a larger drug store, grocery store, clothing outlet or Name retailer.
- It has been my understanding that an HEB super store (or high-end store) was going to be built just outside the Frisco Lakes community. Having lived in the Houston area before moving here, that is my absolutely favorite grocer and I am hoping that is going to become reality. The recent addition of Costco was great. There are some who would like to see a Sam's also closer to the west side of Frisco.
- Restaurants!!!! Frisco is sorely lacking in restaurants, especially smaller, independent ones. More boutique shopping - we're saturated with the big boxes and national retailers, but have a depressing lack of boutique stores. Rent is so ridiculously high here that it dissuades these smaller businesses. (Know this personally because tried to help my brother open a small business here and I tried to open a law office here, but the rent was too high to make the numbers work.) Is it possible to offer tax or other incentives to lure smaller businesses to the area? If you're not Jerry Jones, it's hard to get a foot in the door here because of commercial rent costs.
- High end restaurants and shopping centers that are scenic (have a pond, etc)
- Enrichment Businesses: Hobby or relaxation-type shops that build mini-social groups around classes: Quilt Shop, Model Shop (airplane, boat, railroad, etc.), Ceramics and/or Pottery Shop, Art Shop with Student Gallery, Electronics Robotics Shop, etc.
- Restaurants
- Thrilled to hear there is a Whole Foods coming to Frisco. I think we already have a well balanced mix. Our natural resources i.e. WATER cannot take any more residents and businesses!!!!
- Beautiful shopping centers like Shops at Legacy, unique retail like Bishop Arts, special retail like downtown Dallas Design District, and a new mix of unique retail like Trinity Groves.
- Better restaurants
- Health care and privately owned service and retail
- A QuickTrip gas station on southern end of Preston Rd. near Lebanon

6. What kinds of retail businesses are most important to add to the mix of shopping choices in Frisco?

- Is there something you can't get in Frisco? Seriously, I can't think of anything I want that I can't get locally if I look for it. What is more important is being able to FIND what I am looking for. In that regard, online maps of businesses, especially those that can be searched by what they offer, are the biggest missing thing to help businesses thrive.
- Specialty shops with focus on local community, fresh produce and smaller venues (since there are so many large venue options already available). Main Street Frisco and Downtown are gems because they add to the community feel without being so commercial.
- Panera Bread
- Better restaurants
- More restaurants.
- Unique boutiques. Original cool shops we have too many chain stores. Frisco is becoming too cookie cutter and predictable. Just a fast food heaven. Also need a mix of high end stores. Make people want to come to Frisco to shop.
- All kinds
- solid core type restaurants not trendy flash in the pan restaurants.
- Less big box, more development like Shops at Legacy in Plano.
- Linens, housewares, furniture, auto parts stores.
- Central Market / Whole Foods
- Sprouts, Whole Foods, Guitar Center, more movie theatres.
- More specialty shops --- with reasonable prices --- most specialty shops are focused on the higher income residents --- not much for low to middle income.
- high end grocery, like central market,
- High end retail
- An events center
- Upscale, high end shopping. The quaint boutiques are nice but they are unable to inject the amount of money needed to make them look like a legitimate store. The go into a shopping strip and just throw merchandise up on the wall and when they don't make it, the next merchant does the exact same thing. Make for very high turnover that is very unattractive.
- Wegmans grocery!!!!
- I think they are all already here!
- Neighborhood pub/restaurants that are walking/biking distance from residences. Especially in NE Frisco.
- Bars, restaurants that stay open beyond 12am
- Trader Joes
- Locally owned and operated businesses.
- Stand alone places. Plus plenty of room for unique shops. Don't let the big businesses compete and push out the little places. It's a tough balance!! Adding the mall at Preston/380 will be a challenge. It would be nice if it was similar to the mall at Stacy/75. Unique shops. It's a place to go on a date night or out with the kids to just walk around and enjoy.

6. What kinds of retail businesses are most important to add to the mix of shopping choices in Frisco?

- seem sufficient at this time. Future growth to be kept so Frisco does not become crowded.
- Local businesses and mid- to high end retail
- More ethnically / culturally / international businesses / and food options!
- We have enough retail as it is... we need more open space, nature areas, passive and active parks
- Central Market, Sam's Club, it would be nice if there was some way to encourage eclectic dining choices like Austin (at least on some smaller scale). The dining entrepreneurship in Austin is awesome! More places to go listen to music at night or weekend.
- Great question! I'm sure we are lacking in some areas, but I don't know what that might be. I would like to see more Batteries Plus stores. Alternative energy is the wave of the future and we need at least one (1) if not more on the Westside of town.
- Less strip malls
- More boutique shopping
- Local restaurants, no chains
- A true outdoor shopping and restaurant area like Allen has
- We need a whole foods or central market.
- Car dealerships.
- Bars, restaurants, quality beer & wine stores. Less dentists and nail salons.
- A mix of mom and pop boutiques in a vibrant walking area, with high end retail. Think south lake in terms of shopping. In and out.. streetmosphere is important..
- none - too many now.
- Less big box retailers and more locally owned and operated business
- What retail is missing now, none.
- More small independently owned businesses. Not so many chain stores.
- There needs to be more sit-down type restaurants outside of the Preston Corridor. The West side is especially lacking in food choices or any retail other than the typical stuff.
- Frisco could really use some upscale retail. I recently went though the Shops at Legacy and was impressed with the variety of vendors there.
- More upscale grocers would be nice.
- Clothes & Shoes!
- Upscale, boutiques, Let's have our own evening street fair with local vendors, food and entertainment.
- Allowing liquor stores
- Sustainable oriented business.
- Mom and Pop restaurants. They won't move in because it is so expensive.
- Dining, high end retail, and regional attractions like indoor skydiving.
- More International Retail/ Merchandise.
- Home decor warehouse (ie: GardenRidge).

6. What kinds of retail businesses are most important to add to the mix of shopping choices in Frisco?

- More Fitness, Small businesses and specialty shops combined with top national brands. Keep adding local grown and locally sourced food for restaurants (see Austin).
- Natural stores that promote natural solutions/healing/health.
- Household goods (West Elm, Crate & Barrell, etc)
- Pretty good mix of commercial.
- I can't think of anymore shops, restaurants, sporting stores, or auto dealerships that Frisco doesn't already offer.
- Chevron Gas Stations
- HEB GROCERY STORES
- Neiman Marcus
- Businesses with walkable environments for eating outside.
- We have enough retail.
- Let private developers provide the choices based on their real research backed by their dollars at risk. Taking a poll like this of limited people just insures the a small percentage of people will make a decision based on wants but with no skin in the game.
- Can't think of a thing. 10 years ago, had to drive forever to find a gas station, now have one on every corner:)
- SAMs club would be nice
- A large themed place that has many things to do. Not just shopping and eating, but activities, too. Similar to Universal City walk. This can be done on a smaller scale, but we do have the room and it would separate us from other similar cities (Plano, Prosper, McKinney, etc). We can have a cool place to go for the WHOLE family.
- Trader Joe's, Central Market
- Quality restaurants and more sports and entertainment venues.
- Whole Foods (which I know is coming)& Central Market, Upper End Dining, Places our older children can go to and enjoy. A Dance Club which serves no alcohol on Friday nights for HS students to attend. Being from the largest city in the US, this was a huge success for the city as well as the community.
- groceries; access to places like shops at legacy
- Whole Foods, Trader Joe's, more gyms with childcare, indoor playgrounds
- Clothing for men. Non mall based.
- Outlet Mall, Soccer Stores, Trader Joe's, Central Market, Nordstrom Rack,
- Classy...higher end stores.
- more restaurants West of the Dallas North Tollway, a Trader Joe's; no big box stores in residential neighborhoods; more upscale shops like at the Galleria and in Northpark Shopping Center
- I have to travel to Stonebriar area to get to a Staples. Would prefer one up North at El Dorado. I have to travel to McKinney for a Petsmart with doggy day care, so would prefer a location along the tollway.

6. What kinds of retail businesses are most important to add to the mix of shopping choices in Frisco?

- Italian
- Asian
- Futuristic
- cultural & trendy
- Hard to say because Frisco has most of everything but its scattered around but that is not a bad thing; it keeps the traffic in check. I would like to see a HEB grocer.
- For what its worth, Frisco does not need another Wal-Mart.
- Art Galleries.
- A large scale pawn shop would be nice to see (one staffed with knowledgeable people who buy, sell, and pawn almost anything).
- more upscale resale (supports green efforts), for men, household...community gardening centers would also be nice. and, and expanded athletic club that offers additional organized sports (eg tennis)
- We need a bagel shop in northwest Frisco.
- We also need more specialty shops, restaurants, and a mall in Northwest Frisco
- Shopping: an upscale center with some chains like Talbots and some smaller retail- like the area around Park and Preston. Trader Joes. Places that are unique, not junky. We do not need clusters of ethnic retail, like in Plano and Carrollton, but rather a mix. Family-oriented retail, NOT Sara's secret and smoke shops.
- More restaurants with outdoor seating and/or green space. Places like Glorias are always full, and that is not even ideal. Not big box, except for in a mall or Target setting. More unique, upscale places like Shops at Legacy. Frisco is missing something like that. A music venue, like House of Blues.
- Businesses that focus on mixing revenue with community involvement.
- Things for the middle aged kids that are lost between kids and adult ages. Some establishments that are for the middle aged people to relax at with a nice tropical drink.
- High end dining and shopping.
- Bass Pro Shop/Cabella's
- Locally owned non-chain restaurants
- Quit adding. The city is fine just as it is. use the raw land for affordable golf, verses homes that look alike and business that repeat what is already here,
- An HEB Central Market.
- More small, independent stores.
- Would like more neighborhood coffee shops and would like Half Price Books to have a coffee shop like in Dallas.
- More family restaurants
- A highland village shopping area with a park for kids
- stop the WalMarts
- high quality retail and restaurants for far west Frisco

6. What kinds of retail businesses are most important to add to the mix of shopping choices in Frisco?

- Whole foods (Yay!), more sit down restaurants near main / eldorado & the tollway. More Starbucks (lines are stupidly long)....
- A real movie theatre! Frisco square is a joke..... Without having to drive to 380 ...
- Another large gym on west side like LA fitness, 24 hour fitness, etc
- Small shops so there won't be added traffic. Nice American food medium priced restaurants not fast food.
- FRESH MARKETS. Please stop fast food like DQ, McDonalds..etc. Make Frisco healthy and a desirable place to live where options for nature, culture, sports, unique restaurants are offered. How cool is OUTPOST in PLANO? Great open area where it's laid back with dogs and outdoors. We need more open areas to relax and less cattle like run through fast restaurants.
- Gas stations, more quality restaurants, and more boutiques and specialty shops
- Can't think of any
- I'd love a Whole Foods (might be coming) but otherwise, west Frisco does not really have any sports stores.
- Non-chain, upscale restaurants would be a nice addition. Art galleries would also enhance shopping areas.
- Oddly enough, most shopping is around preston and 121... we need more diversity outside of walmart and target elsewhere, especially north east. We have no real options up here except Kroger for anything. We end up going into McKinney since it's close.
- Green, community focused business are important, as are small local firms.
- I think Frisco had it all in terms consumer options
- Outdoor shopping plazas mixed with restaurants such as the Shops of Legacy and Waters Creek. Currently you have to drive to a very overcrowded plaza area by Stonebriar mall. Too much of a commercial feel, with no outdoor walking experience.
- Locally owned businesses - tired of national chains
- I think perhaps more technology based businesses to keep our community on the cutting edge of changing technology and have it available to our residents in restaurants and homes first.
- The only thing missing is a Fry's. We have too many large grocery outlets in far west Frisco as it is and are getting more. Walmart is not a Frisco quality outlet.
- Add chain restaurants that are from other parts of the us that no one else around here has. Add thrifty shops that are from other parts of the us that no one else has. Keep adding new museums, family friendly entertainment.
- whole foods, mix of national and local stuff
- Exclusive retail stores
- We have plenty.
- There should be more open air, pedestrian friendly shopping in Frisco. Something similar to the Legacy Park area in Plano
- Outdoor shopping models like Watters Creek in Allen, shops of legacy etc.
- high end supermarkets and local retailers.

6. What kinds of retail businesses are most important to add to the mix of shopping choices in Frisco?

- I'm pretty excited that Whole Foods is coming to Frisco! I would like to have a Central Market, too. Ideally that would be on the SE corner of FM 423 and Stonebrook instead of another Wal-Mart which we don't need. The one in the Colony is sufficiently close.

7. What kinds of new jobs or businesses would be most beneficial for the Frisco economy and the community?

- I have no idea.
- Frisco has a number of hospitals and many primary and satellite medical/dental offices. We can afford more of those. Main Street ,Frisco, could use a redo. We must consider preserving our natural resources. Water or lack of it, comes to mind.
- We'd like to see satellite medical/dental offices continue developing. Schools, community service buildings. Parks would be appreciated and supported.
- tech jobs
- Corporate Headquarters, i.e. Financial, Technology. Steal mature corporate HQ's from high cost, struggling areas i.e. CA, MI, Rust Belt.
- High paying professional jobs. EDC is doing great and should keep recruiting primary jobs to the city to fill all the vacant DNT property.
- Nice restaurants.
- Anything that will lower property taxes.
- Watters Creek area,
- Shops at Legacy area,
- Available to NW Frisco.
- Frisco is located near some high tech employers - more high tech jobs would be helpful. More entertainment options like Main Event.
- Love that the Cowboys are moving here!!! More like that!!
- A couple of large white-collar (non-retail) employers with 1,000+ jobs each. Maybe Presby Frisco hospital? Technology and medical small to medium sized businesses that have potential to make it big.
- water park for the kids
- LOCAL restaurants.
- LOCAL restaurants.
- I would love an arts center, an entertainment option other than a movie or sporting event would be fantastic.
- Little business , little manufacturing. High robotic, electronics. Get Microsoft campus, high IT company.
- Home care and home health business that round out the "all of life" sustainability. Some forum that would attract and gather cultural arts innovators and performers.
- Amusement park/water park.

7. What kinds of new jobs or businesses would be most beneficial for the Frisco economy and the community?

- More restaurants nice ones
- Big theme park. Art galleries. Arts centers. Live music. More than just sports venues! Bed and breakfasts. Antiques stores. Also an outdoor shopping venue like Watters Creek or Shops at Legacy- (you'd have to allow larger retail to make it successful). But my preference is to invest in making downtown more presentable. Right now it is sad.
- We need more arts based businesses. They're popping up little by little but this helps give us culture
- It would be nice to have some sort of night clubs or an area with a real night life for the young as well as the mature.
- more things in the arts!
- Did I mention Trader Joe's? :)
- Did I mention Trader Joe's? :)
- charter schools
- alcohol sales
- large performance space (music, theater, etc)
- Tech office park.
- Corporate companies based out of Frisco
- Health oriented, vegan --not big chains.
- Bring in IT and Telecom from aging locations. Tax abatements and a welcome mat to someone who doesn't carry, kick, or dribble a ball would be nice.
- Small businesses
- Small businesses
- not sure
- In addition to higher-end retail and restaurants, Frisco would benefit from making Frisco Square a truly "connected" community of retail, commercial, art, and dining. Look at Allen's Watters Crossing. It's a day-long destination of experiences. Frisco Square at this stage is an in-and-out proposition that isn't convenient to many.
- An arts center and jobs for the concert or arts venue
- Frisco needs a varied kind of employee group. High tech jobs and Knowledge Workers would be extremely important in my mind.
- High Tech
- jobs that make people work in Frisco and not commute to dallas... jobs that people commute to Frisco for
- Jobs and businesses that will attract workers and industries that are the most technological and focused on long term stability
- Middle income and above wages. Resist the urge to bring in low paying/minimum wage businesses.
- With the inclusion of a film studio, production equipment houses, prop houses, and make-up and wardrobe shops would be essential to the retail businesses in Frisco.
- Continue to attract corporations and headquarters with affluence.

7. What kinds of new jobs or businesses would be most beneficial for the Frisco economy and the community?

- I would like to see an indoor tennis court facility. There are a lot of people dedicated to this sport and with the crazy weather in Texas, it is nearly impossible for us to be consistent with playing tennis! I'd love to see a huge complex dedicated to indoor tennis; it would pay for itself in a few short years!
- I also think building an outdoor pavilion for outdoor concerts with restaurants, retail, parks/walkways, and mixed housing would be a huge benefit to Frisco. I see it being a bit like the new Klyde-Warren Park in Dallas with food trucks, a park, huge lawn to set up picnic blankets and listen to music under the stars. Ideally this pavilion would be connected or close to the indoor PAC so that we would have more people gathering together in an arts district rather than spread throughout the city. This will help create more of a community with people gathering not just for restaurants but also for entertainment. Frisco is full of young families that are looking for ways to enjoy a night out with their kids! It would be a huge benefit to the economy and the community at large, as well as the arts community!
- I can currently buy everything I need within Frisco, except for the performing arts instruction that I mentioned above.
- More high rise office buildings along the tollway, as well as fine dining.
- Corporate headquarters
- Jobs for non-college degreed people
- Telecommunications and medical
- diversity is the key here..
- diverse blend of business's with increasing focus on 'technology based' business's
- more corporate offices
- Emerging, cutting edge businesses for knowledge workers
- Local agriculture - vegetables, fruits, and meat grown in and sold in Frisco at a Farmers Market
- A large lake providing for our own water needs
- A basketball arena for sports and special events
- A Hyundai dealership. Another Mall.
- Biotech, Robotics including flying drones, App Developers, Automobile electronics and interiors (This is going to take off when driverless cars come to being)
- more ethnic restaurants, not just chain-restaurants; more facilities for seniors who move here to be with grand-kids.
- Building out a FRISCO ISD that demands top teachers, STEM focused City of Frisco library expansion. Consideration of encouraging businesses focused on finance and health care services offices into downtown Frisco.
- We need growth in non-retail positions. We don't need jobs in Frisco; we need careers. There has been growth in this area but more is needed.
- Any kind of Business that supports production & distribution.
- Being retired, I think more in terms of services we utilize and medical facilities are always nice to have close by. Some people I have talked with think Frisco is more developed east of the Dallas Tollway than west. That might be a consideration since homes are being rapidly built on both sides of 423, especially down Stonebrook and Lebanon.

7. What kinds of new jobs or businesses would be most beneficial for the Frisco economy and the community?

- Again, boutique shops, small businesses, and restaurants. Frisco does a really good job luring the big stuff to our area, which is wonderful, but also dangerous. What happens when the Cowboys leave (which they eventually will)? What happens if IKEA closes?
- To attract a corporate headquarters or two.
- Don't know
- High tech
- Technology, medical, financial
- Oil and Gas
- Health care mid to high end restaurants
- Large university and more service jobs like good plumbing, ac and electrical repair companies.
- I think businesses that offer services to the youth or food services are the most needed. For food services we need more businesses that offer prepared meals at reasonable prices so people don't have to dine out and yet don't have to cook for themselves. A lot of families where both parents work and having good meals that can be warmed up when the whole family isn't together is something hard to find...most of the personal chefs are booked solid. Services that cater to supervised activities for the youth are needed. Most are long term commitment types where you sign up and have to attend regularly...need something more needs based where if the parents want to go out on a date night or the kids want to get together for a parent free night there is somewhere to go. Teen clubs, pay-per-hour daycare, that kind of thing.
- Health-care, churches, schools, transportation
- Finance, telecom, energy
- Larger corporations with more employment options
- High end insurance corporate types.
- Need to attract technology jobs (software developers, alternative energy). We need to stand out amongst other suburbs. Be innovative. Electric buses, solar powered city hall. A mini Silicon Valley.
- More importance needs to be placed on the Fine Arts. It is great we have every major sport team coming to Frisco, but what a city needs to be really successful is a balance of sports and arts.
- High tech
- Financial
- I think it's time to get into a less restrictive era and allow liquor sales. Let people choose if they want to purchase alcohol and not have it chosen for them.
- High tech and Medical
- Software companies, Entrepreneurial, GEICO Insurance
- Oil, gas, technical, medical and entertainment
- Technology-based companies, financial companies, intellectual
- ????
- More corporate headquarters --- brings people, jobs and commerce.

7. What kinds of new jobs or businesses would be most beneficial for the Frisco economy and the community?

- office space
- technology
- Some sort of cultural (as opposed to sports) venue
- Large, well known restaurants similar to the Shops at Legacy or Watters Creek or Southlake Town Square. For some reason we can not get it right here. How about some well known merchants (Anthropology, Jamba Juice, LuLu Lemon, some unique restaurants/bars that actually know what they are doing with a long history of proven success)
- A out of hospital birthing center
- Corporate/regional headquarters.
- High technology, electronics.
- Mid level jobs that can support younger families.
- Trader Joes
- Jobs that pay well above minimum wage.
- Businesses that attract skilled workers. Like the high end remote controlled car business near Custer and 121. Feel proud of the business. Of course clean businesses.
- Hospitals
- Local (non-chain) restaurants
- If we focus on the amenities (nature, parks, etc.) this will take care of itself ...
- Studio Movie Grill, private water park (North Texas Schlitterbahn??), some type of performance facility that would allow indoor concerts and plays would be nice, but maybe too expensive to build, continue encouraging more (and bigger) corporate relocations to Frisco
- High-tech professional jobs. Even something industrial, but an innovative "Green" initiative based industrial.
- Healthcare
- IT
- R and D
- More teachers and smaller classes
- High tech, corporate campuses.
- Engineering jobs/businesses
- Financial Services back office support, corporate headquarters or significant operations centers.
- High Tech services and manufacturing. Company Headquarters. Defense contractors. Security. Training facilities. A lot of gun manufacturers are looking to move from states that are no longer gun friendly (Remington, Magpul, etc). See if we can get them to come here.
- High tech jobs and employment centers would be high on the list... Including nano tech, 3D printing, and medical technologies. More fortune 100 corporate HQ's as well. A gun mfg hq would be great as well.
- tech / corporate
- High income jobs

7. What kinds of new jobs or businesses would be most beneficial for the Frisco economy and the community?

- Large manufacturing, that pay well.
- Office space for corporations to consider Frisco as a base of operations/company HQ.
- As I previously stated, late night liquor would encourage high end dining. That would be a real step forward. Otherwise, Frisco needs another Hall Office Park with the diverse jobs contained therein.
- Any type beyond retail and food could help.
- Software companies would be great, brings great jobs and neighbors to the community.
- Hospitality, restaurants, unique shopping.
- Luring corporations to move their headquarters to
- Bring in more college/university uses. Partner with the universities to create incubator areas for business startups. Provide services and assistance to small businesses that want to grow but to stay in Frisco while they do it!
- Professional higher level jobs, less call center and lower level positions.
- Higher tech and IT jobs
- - More activities for Seniors.
- - Transport or food services for Seniors.
- Conscious Capitalism, Waterparks, Anything local and small business. How about building a whitewater kayak park?? See Oklahoma City. You build it they will come, I promise, and it will attract attention to a new sport in the Frisco area, which NOBODY else has.
- Not sure
- Education e.g. a University, corporate, technology.
- Some kind of theme park attraction near 380 would be a definite destination attraction for the City. Should have poured the EDC money into that instead of Cowboys.
- Jobs that require more than a high school degree and pay above minimum wage. Business that give back to the community through local ownership.
- Cooperate
- High tech jobs and white collar jobs from Fortune 500 companies. High salaries equals demand for high values of real estate.
- Let private developers provide the choices based on their real research backed by their dollars at risk. Taking a poll like this of limited people just insures the a small percentage of people will make a decision based on wants but with no skin in the game
- Businesses that could create employment opportunities for medium to high end professionals. Many are vastly "under" employed in Frisco.
- ?
- See, #6 above.
- Home care services are sprouting up. Silver Sunami is coming :)
- Professional jobs so that one does not have to travel to Dallas with a long commute. There should be more lawyers and doctors in the area.

7. What kinds of new jobs or businesses would be most beneficial for the Frisco economy and the community?

- The ones I mentioned previously. NO MORE APARTMENTS!!
 - major corporation with white collar jobs.
 - Fitness, grocery stores
 - Large corporate.
 - Sporting, customer service, retail, jobs
- businesses- Texas companies to move HQ to Frisco
- more retail--less big box stores
 - I think the fact that we are the mecca for athletic competition is enough for me. I think that has brought business to Frisco.
 - Technology Driven Companies - that focus more on futuristic technologies (example: nanotech, robotics) for every area - that improves life & living conditions to the community.
 - I think jobs and companies that value community and will be involved and live where they work. I don't want to see a company / jobs that this is just a city where they work (downtown type area) then had home and never think again about Frisco until they get up the next day.
 - If Frisco was to build a DFW Police Academy and Fire Academy it would create jobs and save tax payers the money of sending new hires to Academies in McKinney and Arlington.
 - Part time jobs...in offices...not only retail.
 - Jason's Deli, Einstein Bagels
 - Engineering jobs are critical both to motivate our next generation as well as to provide a strong tax base.
 - An attraction type place for people to go to and be able to do things on the weekend.
 - New mall in north Frisco
 - Corporate offices with well paying average salaries (professionals) - not industry
 - Unique Tourism type businesses (like the indoor skydiving recently built)
 - Frisco has a dentist, day care and urgent care place at every intersection. my dentist can hardly make a living b/c the city is saturated with dentists.
 - high quality hospital in far west Frisco
 - business office space developments like Hall Business Park
 - keep warehouse space to a minimum
 - Water park, 6 flags, corporate campuses on northern end of city for long-term job growth. Make the city less dependent on Plano's plan & more on our own plan.... Create our own destiny...
 - Office jobs
 - Health, Education, Entertainment, and Arts.
 - White collar jobs with major employers
 - University
 - Another major hospital
 - Sid down restaurants on the west side.

7. What kinds of new jobs or businesses would be most beneficial for the Frisco economy and the community?

- Retail/dining areas on the order of Shops at Legacy would attract young professionals.
- As a whole, corporate jobs would benefit the city in the long run - larger tax base, higher wages/salaries which would translate to more disposable income, etc.
- 100% technology and internet worker jobs. Higher paying jobs bring successful families and tax revenue to our fine city.
- High tech jobs and businesses are important for growth. For example, Microsoft has a large support campus in Las Colinas that would be ideal here. Big Pharma would be great for economic gains too.
- Larger corporate headquarters that could bring in new residents.
- Better restaurants, boutiques, family owned. Health services and family oriented entertainment.
- Technology
- Corporate Headquarters
- Distribution
- Fresh Healthy food options or well established food chains with good reputations. I think Frisco would greatly benefit from some strong Museums and alike too. (Frisco is known for being new, but sometimes I think that may put us out of touch with History as everyone gains a sense of entitlement).
- Hi-tech, Software, Insurance jobs provide good revenue, fit in with the "style" of Frisco, and do not provide pollution or excessive trash (like some big box stores)
- Stores that give back to the community or have intern programs for high school students.
- The City focuses on recruiting outside firms but we do not do enough to help facilitate the growth of local professional businesses. The city's procurement policy doesn't advocate the use of small, women, minority owned businesses. There should also be a Local First for all procurement issued by the City and School District.
- If we could attract venture capital companies to fund high tech...that would be awesome. Sand Hill Road in Frisco.
- Diversity in business to ensure economic security
- Recruit more high-tech companies to Frisco. Those are the jobs of tomorrow. Get a city-owned golf complex built. That brings jobs and dollars to Frisco also.
- Belks dept store, Bloomingdales, trader Joes, nordstrom rack, more breakfast places
- professional services and corporate/Regional HQs.
- I would like to see more high tech and financial or consulting professional businesses. They're clean and bring educated professionals into the community. The data center at Legacy and Main will be a good clean and quiet addition. Good work by the EDC!

8. If you have other ideas and suggestions for the update of the Frisco Comprehensive Plan, please share those here.

- Keep taxes low, keep traffic and noise at a minimum, and keep us safe.



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- We do not need super scaled sports venues and parking lots built in our back yards and or around schools. We do not need retail centers with service stations or alcohol oriented businesses built, literally, in our back yards. Lets think about how we can preserve the serenity of our residential communities while utilizing more appropriately located land for commercial development. Reassess zoning codes to suit modern day Frisco.
- Commercial zoning that was appropriate in the 1980s, when the population was less than 10,000, is certainly not appropriate at this time. Please consider reassessing those codes that allow gross commercial development in and around residential communities thus compromising the image of Frisco in 2014, a family oriented, safe, clean, quiet community.
- We do not need or want large scale sports venues built in our back yards. We do not need or want large scale retail centers containing unattractive service stations built, literally, in our back yards.
- leave legacy dr untouched that portion of the city is very pretty and gives some degree of distinction to our city
- We need liquor to be sold here. Wouldn't mind some adult entertainment too....nightclubs, gentleman's clubs, etc.
- Stop approving more apartments, even the trendy "urban style mixed use" apartments. It is supply vs demand and apartment rental rates are not increasing because too many apartments are being built. Frisco is a suburban, family friendly community. No need to turn it into uptown or Addison. This is why people are leaving to move to Prosper or Celina. Reduce the build out to 200,000 people. Remove apartment zoning and replace with patio homes or townhomes like the city did 10 years ago on several properties. Stop using the latest trends from the APA and ULI to guide the city's growth.
- Consider composting for the residents
- I am not happy with some of the planning and zoning. The area on 423 north of Stonebrook parkway does not have any uniformity. There are 2 auto repair places within yards of each other. Rumors of a Walmart and a power station are detrimental to those living nearby. The City Council seems to not care about the vision for this area. I'm sure the Mayor and city council would not want a Walmart or power station in their backyards!
- Not a fan of burying the lead from Exide on Frisco's soil. Let's please be sure that it's disposed of in an environmentally safe manner that doesn't endanger local families.
- In keeping with the family-friendly aspect of Frisco, I would like to see fewer "sexist" or "degrading to women" restaurants....we have entirely too many already. Let the people who frequent those places have to go somewhere else for that. Especially the one by the mall which had girls in thong bikinis walking around outside for ALL to see while driving around the mall! There ought to be a city code against that!
- Traffic signal timing throughout the city.
- Right turn lanes at all major intersections.
- Hike and bike trails.
- Satellite campuses for UT and/or A&M.
- One or two additional Natatoriums (already need those right now more than another football stadium).
- Community gardens.
- Light rail and bus.
- Main street, Smaller scale places but a high quality, variety of price points, and quantity for walking around. Nice start on the development but not enough and too grid like. More park areas interspersed with the development.

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- I am appalled at the amount of litter. Everywhere. But when walking on the Caddo Trail, there are no trashcans. Perhaps more trashcans in public places would help the litter problem.
- I am appalled at the amount of litter. Everywhere. But when walking on the Caddo Trail, there are no trashcans. Perhaps more trashcans in public places would help the litter problem.
- We need a dedicated venue for the arts. MCL Grand in Lewisville is an excellent example. Not having to share a high school auditorium or sports arena for such events would be nice.
- nothing more than:
- healthy restaurants (love the Whole Foods - YAY!)
- Upscale dining (Keg, Seasons 52 types)
- Traffic control
- Limit Multi family to minimum. We already have fantastic and inexpensive SF home options
- Art.... please
- What if you put a few middle-sized "halls" or "venues throughout the city? And what if you put a larger indoor venue downtown? These could function as meeting spaces for town hall meetings and/or for cultural events?
- This would work, unless you wanted to make the high school auditoriums into those medium sized places.
- Broadway like theater where children can watch musicals
- A large art museum.
- A biozoo (zoo, garden and aquarium) like the one in Albuquerque which is affordable.
- A farm where families can stay for a few days and live the life of a farmer.
- nature and science museum.
- A yearly festival that will be unique for Frisco. Example fiesta in San Antonio, week long musical celebration in austin, Tyler rose festival.
- Good job on planning parks and green spaces! Looking forward to Grand Park. Again- give incentives to the creative people that give this city soul! Or run the risk of being a sports complex city like Arlington. Not pretty.
- We are in need of a large scale arts facility. Yes, we have the Frisco Discovery Center, which is great but we need a place for more large scale events. Maybe we could make one in conjunction with the Fisd? It's truly an area of need.
- Frisco needs needs a real ART center for performances and shows.
- the education system is really dumb, fix that
- Would love to see arts organizations supported and encouraged. More opportunities for local musicians and artists to showcase their talents.
- Frisco needs a large pound with a fountain and paddle boats for rent. a jogging, bike, and walking trail
- all around with park benches, hill sides and sculptures to admire. Big big trees and lots of them for shade.
- A flower garden and water feature for the kids to run around in. In other words an outdoor destination.
- Need new custom home neighborhoods to accommodate the influx of successful business people.
- There is no new Starwoods/Chapel Creeks/Stonebriar.

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- bike paths
- Better hiking trails.
- I would love to see us with a performance theatre.
- I would like to see a Bagel store (Einstein's) up in NW Frisco.
- Ditch the stupid 12AM last call rule. Several bars have gone out of business because the Baptists were more organized than the rest of us.
- If someone is going to drink can we keep them in Frisco until 2am instead of them driving home from Addison risking people's lives in the tollway?
- If someone is going to drink can we keep them in Frisco until 2am instead of them driving home from Addison risking people's lives in the tollway?
- no except maybe an outdoor and indoor art museum
- We desperately need people focused on the arts and businesses that aren't so completely child-centric. We have a growing retiree population and business community that need adult-oriented educational and culturally mind-expanding opportunities.
- There should be a concerted effort to recruit people to volunteer and serve in various positions so that more input can be obtained in all facets of the City.
- Our city needs to provide a high quality of life for all its citizens! I want to have a city where I can have exceptional city services(parks, library, FAC) and feel safe and protective.
- more art venues, art galleries, and entertainment venues
- A quality disc golf course - similar to McCord Park in Little Elm and Alex Clark in McKinney. It's a good use of green space for the community, it's something that is inexpensive for folks to enjoy and it gets folks out and semi-active. Anything that increases the ability and desire of folks to get outside and be active.
- In sum, Frisco should build a large film production studio bringing a film culture to North Texas. Let's provide jobs, increase tourism, and give the economy and housing market a boost!
- I just want to say thank-you for being a great city to live! We moved from Chicago 10 years ago, and although I may still be a Bears fan at heart, I LOVE Frisco and am so glad our family moved here. We have 3 girls who have grown up in great schools, the people are friendly, the housing affordable, and the vibe is electric in Frisco. I enjoy serving in any capacity to help make it better, and I know that there is going to be a lot of explosive growth in the next 10 years! I look forward to what's in store!
- Our current parks are getting very crowded, so it would be nice to add more of those as well, especially if there could be some hiking trails.
- Build an athletic center on the West side of town. Revise the liquor laws to allow serving until 2am.
- Please consider the future plans for Legacy Drive thoroughly. It is one of the entrances to Frisco and is lovely now. If it is widened it will lose a of the charm and welcoming feel it now has. And please take a serious look at traffic patterns before slipping through projects that have the potential to create dangerous intersections.
- More parks and definitely more attention to aesthetics more landscaping that is appropriate to TEXAS .
- larger 'minimum' home lot sizes.. enough already of the small lots..
/front entry garages are more helpful for 'neighbor friendly communities'
NO MORE sports team subsidies... way too much focus on pro sports

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- 1. Reduce land zoned for retail and multifamily
- 2. Create zoning districts to encourage mixed use development and denser residential neighborhoods
- 3. Denser zoning regulations for multifamily development
- 4. Encourage vertical development along Tollway and Preston Road for both residential and commercial uses
- 5. Smaller single story single-family homes with less landscaping maintenance
- 6. More employment areas
- 7. More thought of what to do to clean up the mess along Preston Road and strategies for redevelopment of East Frisco's aging neighborhoods between Preston and Coit
- 8. Join or create mass transit system and create TODs along BNSF RR
- Some focus on public transport, specially light rail. Some thought into option of giving free wifi. I think google, facebook and others will soon be trying to find alliances for that. A park for flying drones where enthusiasts can fly and play with designs.
- more library branches would be great too.
- A trolley system for downtown Frisco to service people attending various sporting and museum venues to restaurants, etc.
- A STEM focused facility with retail in East Frisco off of 121 that utilizes retail, library expansion and planetarium partnership with area-based company such as Raytheon. Possibly build out a full Children's Museum.
- City of Frisco top of the line public golf course in East Frisco in available land off of Main.
- New senior center in the Hillcrest and 121 area to encourage surrounding neighborhoods of older, smaller homes, to cater to retirees, in addition to the attraction of a Frisco public golf course in the East Frisco Main street area.
- I would like for Frisco to become a more attractive city. McKinney is a beautiful community. Medians are lined with crepe myrtles and kept weed free. Many of the Frisco medians are bare and full of weeds.
- We appear (in my opinion) to be a conservative community, a group of people who are diverse but basically love our country, our constitution and God. I would like to see a specific statement of effort to keep our city as "down home" as possible and let the riffraff find other places to settle. Surveys online and meetings in person are proofs to me that the city planners are open to ideas and are willing to adjust or shuffle accordingly. Thank you for allowing input.
- Please, please, please don't forget the basics - infrastructure, safety, green space. If a city's "bones" are executed poorly, the rest of the factors don't matter.
- Relocating the cement plant off 121 and independence to free up that prime real estate for businesses that will beautify Frisco
- More mountain bike hiking trails

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- I think Frisco City needs to educate their residents regarding the water situation and how they are planning ahead for all these new residents and businesses that are moving in, in droves. There is so much frustration about all these water restrictions and yet we see new neighborhoods being built every day.....attracting thousands of new families that will add additional strain on our already insufficient water supply. What good will Frisco be when all our landscaping is dried up and gone, no one will have a pool (especially if you move into a new home and don't already have one because you won't be allowed to fill it), and our public parks and natural waterways have all dried up? Not to mention all those businesses that will go out of business in Frisco ie. landscapers, pool companies and car washes..... We can continue to keep up with man-made infrastructure but the natural resources cannot keep up!!! No one will want to live here when there is no water and we are all on severe water restrictions property values will plummet and therefore so will property taxes. Take care of the residents you already have and stop looking to build new neighborhoods and attract more and more commercial businesses that will put further strain on the already dwindling water supply. Without sufficient water everything else will be for nothing!!!!
- Beautiful parks should also include beautiful landscaping, right now, the parks are just big empty land with not much to look at. Just currently green space. For the new parks, it would be nice to have areas where you have beautiful gardens to walk through, like the Dallas Arboretum. Frisco likes to praise itself that it contributes to the arts, but it's so scattered and minimal that most people don't even know it's there unless you specifically pointed it out. It's a nice concept to devote a portion of all new business to include art, but maybe there should also be an area in Frisco where it's all about the arts so that when someone talks about that area, then everyone knows that area as the Frisco Arts. The Public Library should also be bigger and built more grand, since so many people use it and it has so much activity.
- A symphony would be great
- Be a little more senior adult friendly
- Be careful about government spending and growth in spending. See older cities like Detroit or Cleveland, and especially the older suburbs to see how difficult it is when the city population stops growing and the tax base stabilizes and how difficult it is to manage a budget in those scenarios. Plan now for 30 and 40 years out. This is especially a concern for a city currently building its 7th (or is it 8th?) high school - what will happen to those buildings when the city population is older and there are not enough kids to necessitate that many schools. Again, maybe study how the older suburbs in other cities have addressed this.
- Reduce auto dealerships along main thoroughfares. Eliminate them all together.
- We need to be a city with a more diverse entertainment options. We got the sports covered, please no more. Now we have to be more balanced arts, nightlife, outdoor entertainment, higher education establishments. We need to retain our youth to refuel our population.
- Don't go high rise with buildings. Spread out, not up. Maintain high education standards with neighborhood schools. Doing a good job so far.
- Would like to see more nature preserves, prevent developers from leveling existing trees and green space.
- I think as we continue to grow we need to change how we plan the infrastructure. Less grass, more plants that are indigenous to our climate. The city needs to set an example.
- As the community grows, the city needs to think of how to incorporate programs and services for the "older" generations. I think right now, the city has excellent services for families and the younger generation; however, I don't know if there is knowledge about what the city provides for those in the community who are "empty nesters," who have no children, or who are of retirement age.
- Traffic management, which I mentioned earlier, can have the greatest impact on making this city more liveable rather than a congested metropolis.

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- Plan to keep neighborhoods private but not gated --- makes Frisco seem like a closed off, snobby community. Plan to reduce noise from traffic.
- One of the challenges I see ahead is that as we bring in more sports and regional attractions to the city, maintaining a feeling of safety and keeping crime low will become increasing more difficult.
- Worried about crime expanding as we grow and the numbers of multi-family housing demanded.
- Museums
- Outdoor shopping - walking accessible
- Public transportation
- Bike lanes
- Lemon Bar is a perfect example of what should not be allowed. Poor, poor finish out in the space rented - not to mention that Dodies is not doing any better in that arena. How about some high end steak houses closer to the heart of the city?? How about some places that really know how to utilize and develop concepts that incorporate patios? Why can no one get a patio right out here? The development around town square is so poorly designed. A no name cupcake shop is such a bad idea. Then there is a bank (boring) a real estate company (boring) a crazy massage place that was busted by the police (boring/bad), a popcorn place (boring). These are okay ideas if they are sprinkled amongst better places...but that is all there is down there. Just bad design all around. Update and renovate downtown Frisco. Clean up the area where the people stand for work every single day. Quit making shells of strip centers only to house mom and pop shops that won't survive. Create some sort of comprehensive/cohesive idea of how the building should look (I know there is one, but it doesn't look like it). Every single building in Frisco looks completely different than the next, especially where the library is. That could of been such a great area, I just haven't seen it really work yet here. The Shops at Starwood are another flop. People don't want to see a kids learning store or a overpriced pie/sandwich shop (now closed-so clearly I wasn't too far off) or a watch store that took one of the cool places that could of utilized that patio. NOW ITS A WATCH STORE??? Have some concept of the tenet the area is wanting and go with that. Lets not let anyone and everyone just move in and pay rent.
- More free community events such as outdoor movie in the park or concert in the park events.
- East Frisco needs more retail establishments. Eldorado east of Preston is limited until you get to McKinney.
- Development of more schools to relieve overcrowded classrooms, maxed out class sizes, and nightmares at carpool lines. I would also like to see a park built in Villages at Willow Bay on the north side of Eldorado. We are one of the few communities without a park. With a new park planned by the developer on the south side is nice, it will be very dangerous for parents and children to cross Eldorado, especially with all the high school traffic at Heritage HS.
I would also like for Frisco PD to consider "neighborhood parking permits" for streets that border schools, especially high schools where students are NOT parking in school parking lots and are crowding neighborhood streets and alleys by parking within the subdivision.
- Dedicated right turn lanes at EVERY stop light in the city. Speed humps and traffic islands to slow people down in residential neighborhoods. Roundabouts instead of more stop signs and traffic lights. Improvements that raise the quality of life for everyone, not just things that will benefit the families of our city leaders.
- Thank you for all you do! You have a tough job. We moved here because of the city and love it!
- More outdoor venues not just for kids, even adults, and elderlies, This link elucidates that <http://www.pri.org/stories/2014-04-01/playgrounds-are-big-hit-spains-elder-set>

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- More input by all the members of the community not the select few or the ones that have the means and time to participate... Not everyone in this community makes 200K, lives in 500K house and drives 70K car
- Continue work to reduce amount of multi-family housing zoning.
- Too many to list for now.
- No parking signs on one side of the street in the neighborhoods.
- Finish Central Park
- Low income housing area on the North side of Lebanon between Preston and Parkwood will absolutely need to be rezoned or redeveloped. It doesn't make sense to have \$2M homes backed up to trailer homes and an area in great disrepair. Possibly put in some low income housing communities on the former Exide area?
- Stop the PIDS, they are a rip-off. Why does one development get hit with a PID and not every development...or better yet, none!
- Allow B & G Alcohol Permit holders to sell for on and off site consumption.
- Maybe we could encourage more biking by putting some bike lanes on some key roads. Also, provide wifi at all city locations, indoor or out. I don't know if you already do this, but consider making council meetings public on the Internet, so they can be viewed remotely and interactively as they are happening. You could do this with a Google Plus Hangout, btw. Maybe you could start a program asking for ideas from the public and if it makes money or saves money, the person who submitted the idea gets a piece of the action or a one time stipend.
- Frisco needs a well coordinated entertainment and music area with some street life, tree's, outdoor patios, etc. Along Stewart creek would be great with the tree's, etc.. If a stream is around, even better. A Greenville ave approach meet's Broadway at the beach.. Ok.. Not as big as BAB.. A family friendly dancehall, with area's for kids to hang out, surrounded by eateries, etc.. A JW styled resort hotel and golf/spa facility would be great in the right area.. Brinkman, etc...
- more green space, pedestrian friendly development, bring buildings to the sidewalk and parking in rear to give a sense of place on major intersections
- This city currently has a large base of residents that are active. I rare see more bikers/walkers/runners on a daily basis than I do in Frisco. I want to see a larger commitment to ensuring runners have multiple routes to choose from without having to worry about lack of sidewalks. I'd like to see more trails off the roads to allow people to get closer to nature. I think it would also be beneficial to rethink how Frisco addresses cyclists and provide at least one main path through and/or around the city that has a dedicated bike lane.
- I would like to see the council places elected by district rather than at large.
- I personally would like to see a memorial wall, showing all military personnel
- Real estate taxes are too high and need to be lowered especially for people who have paid into the system for years and no longer have children going to school. Many original founders are being taxed out of their homes. Schools being built are too large and expensive. Home schooling and virtual schooling should be considered. This is not sustainable for a community which must eventually max out with its building.
- Fix Stonebrook Parkway to go through from the tollway to Legacy.
- Please add destination attractions and more dining, drinking and high end retail options while maintaining the quality of infrastructure and planning.

8. If you have other ideas and suggestions for the update of the Frisco Comprehensive Plan, please share those here.

- - Again, help us to feel safer by eliminating potential for crime in some areas:
+ As mentioned, clean up our 'downtown'/ Main street area. Enforce no loitering for "day workers" that are constantly present near the local gas station on Main. Again, this keeps many of us from wanting to shop in that area, and makes a poor impression of this part of our town as our visitors come down main street.
- Make sure all new developments in the last 5-7 years, replant the tree's that have been lost due to storms, etc.
- More focus on kids/family playing outside, less pressure for academics and sports at such early ages.
- Transportation needs to actually speed up with a toll-less option to move quicker through town. It takes 30 to traverse the whole city in any direction unless you drop \$5 one way. That was just piss poor planning by the current city administration.
- Growth will come to Frisco, do not be so eager to fill out that slowing down can only be done by abruptly braking.
- 1) Add a city ordinance about overnight parking on our residential streets. Too many cars park on our streets, creating a potentially unsafe environment as fire trucks can't fit to drive by. It also encourages crime as car break-ins are made too easy. Frisco houses have lots of driveway space and garage space that's not being used. We could generate revenue for the city by selling these overnight permits to park like many suburban cities in California do, while decreasing the crime rate.
2) I would love to see the Grand Park become a regional destination that offers not only outdoor activities, but add a water feature ambience with a pier, boat rides, etc. It's a shame that Frisco borders Lake Lewisville, but we don't have any water developments like Grapevine or Rockwall. We need to fast track this park and add a centerpiece water feature!!!
3) Add a light rail station to Frisco and be less car-centric.
4) Make Grand Park not just another park, but one with a water feature for piers, boats, water-side dining, walkable areas with trees.
5) Adding some sort of use fees for students living in apartments, as many from Little Elm are overcrowding our Frisco schools.
- Sell the Grand Park land and use the funds to retire bonds we owe. Also eliminate the money flowing to the public art. Since when does a city have the ability to pick art. Also the funds flowing to the EDC should be reined in.
- Keep schools small and high performing. Keep roadways, parks and esthetics maintained - keep wide open spaces and threads of nature running throughout. Recruit larger businesses to create more jobs.
- Train service to match up with dart locations
- As I stated before, Frisco is great to live in, but there isn't much to do. You have to leave Frisco to have fun. IE, 6 Flags, Hawaiian Falls, Perot Museum, etc.
- We need more women involved at a higher level.
- It would be nice to have more community transportation for people who are unable to drive. I would also like to see some type of transportation for residents that shuttle from a central location in Frisco to Dallas venues for entertainment (in the heart of the new facilities downtown). Once again, in California (West Valley) we had a shuttle specifically for people who wanted to enjoy (for instance) the Hollywood Bowl Amphitheatre for a reasonable fee. This would eliminate extra traffic into the Hollywood area and allow passengers to enjoy the ride without the hassle of driving on crowded streets and freeways.
- It would be nice to have more car free living options.

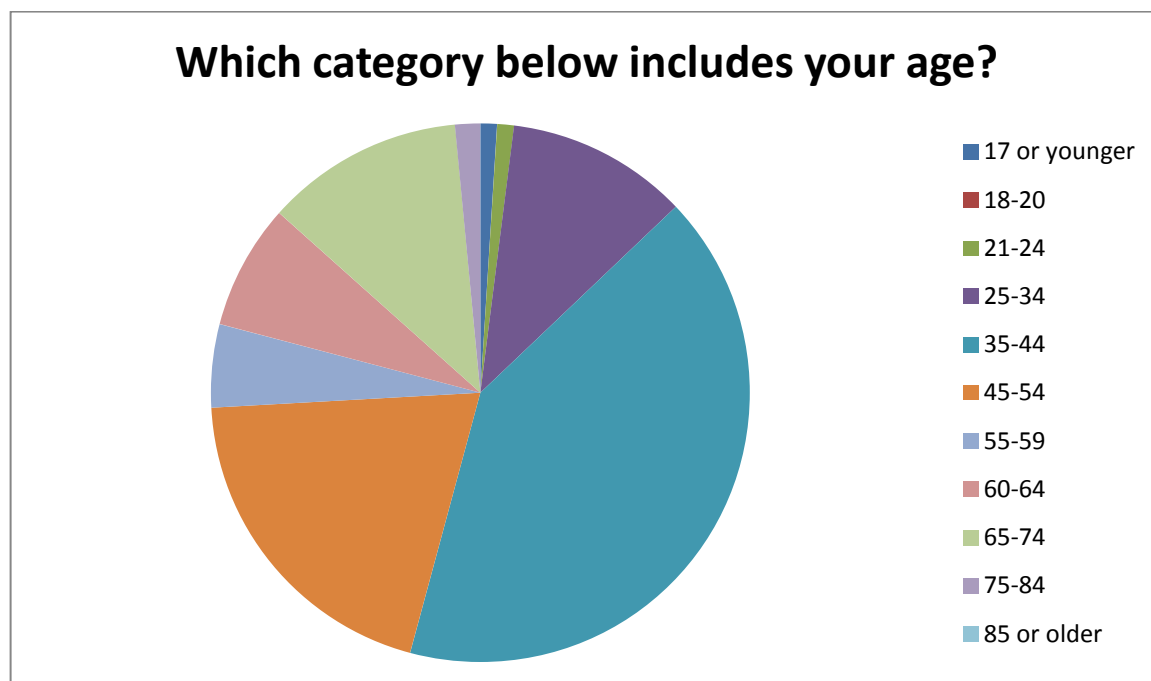
8. If you have other ideas and suggestions for the update of the Frisco Comprehensive Plan, please share those here.

- I'm not sure the old city along Main Street is worth keeping as is. I don't like the two lanes and the congestion. There is nothing there of historical importance that make me go down there except to go to recycling center. I am frustrated with the hours that the recycling center is open since it is typically hard to get there before 1 PM on a Saturday.
- Every community should have place a trail path for walking - so that everyone can walk freely outside in natural air. Cameras to be placed near every community park that should be centrally monitored to avoid mugging, theft and secured - wireless cameras should be all weather proof and motion sensor driven. More cops to be inducted so that every 2 neighborhood community has 1 or 2 patrol vehicles monitoring for security - if needed 0.05% of HOA dues to be used for cops services fees.
Street Protection: Every street in Frisco must have cold level sensors via latest technology that is used in Germany - when temperature drops to 0 or below 0 - the thermal sensors in the street will be triggered and all ice OR snow on the street will start melting and the water to be diverted through storm water drainage to central reservoir and reused for parks maintenance & other utility services.
- Personally, I did not know Frisco had a 2035 vision (plan) but will be looking that up shortly.
- I think all forms of entertainment for families and singles would be awesome!!!
- I would like to see Frisco annex the area of Hidden Cove and The Shores at Hidden Cove.
- I would love to see a Business Startup Weekend, Programming Hackathon sponsored by the City or other private public interactions to inspire children to be involved with government but also use their interests in technology for good. Code for America is also a great partnership that I would be interested in seeing Frisco take a leadership role in locally.
- Our city is beautiful and nice to live in, BUT when we want to do something it's always in another city. This is just a place to have a house, not to play. It's all restaurants and shopping, no activities.
- Someone seriously needs to look at new home construction. the lots are small. the lot sizes at cobb farm at Eldorado and legacy are a thing of the past. WHY? Why can't developers increase lot size, quit making all homes alike. This is a serious issue and not being address. Take a drive thru the new homes being built and you will see exactly what I mean. It is a glaring problem and with each home built becomes more glaring.
- Engage in a massive tree planting program.
- MORE PARKS
- WITH THINGS TO DO PLAY ON NOT JUST BASEBALL FIELDS
- WATER PARKS
- DIG PARK
- Widen the roads to 3 lanes in congestion points ASAP in west Frisco. When people can commute quicker from flower mound to jC Penney hq area than Frisco something is wrong.
- Slow down the destruction of the open spaces. Stop throwing all the water away on the land. Allow seniors to not have to pay real estate taxes. Seniors are having to move away because they can't afford the taxes.
- Create an Arbor Hills like running and nature area / park like in Plano. There is nothing like this in Frisco.
- Look at the amenities that the city of Grand Prairie has such as the Summit and the Fish creek bike path, we need places like these
- It would be nice to have a physical animal shelter in Frisco -- one that does not rely solely on fostering.
- I say continue to build out our park system, FINALLY purchase out Brinkman ranch (while an icon, it's in the way) and put in more options for the older kids.

8. If you have other ideas and suggestions for the update of the Frisco Comprehensive Plan, please share those here.

- I would like to see more dog parks and biking trails in Frisco.
- A library on the east side would be wonderful.
- Please don't develop the land with so many so called "luxury apartments" right outside of high end residential areas. If you want Frisco to look aesthetically good, then avoid them. The "very large" apartments on Legacy and Main are a terrible eyesore.
- Need additional parks, green spaces, and office buildings. Professional spaces.
- Keep Frisco from getting corrupt please.
- Related but not directly under the City's control is the need to stop building more High Schools. Expand the ones we have. Facility costs are already out of control and are only getting higher. Our kids can handle and can benefit from course diversification that can be made available if the High Schools have a larger student base. The individual classroom sizes can be kept small while the base expands. The kids need diversity and the taxpayers need a more sound use of monies.
- Please keep adding on to sci tech. Add other types of places like this that will both work with FISD and be a place others want to travel to visit.
- Bike lanes
- PARKS, TRAILS, BIKE PATHS...simply INSANE that these roads being built do not have bike lanes, irresponsible at the very least.
- The City should implement a Local First ordinance for City's Procurement. Other City's do it so don't accept a "we can't do it" answer from the City.
The City should have at the bare minimum a small business and participation for procurement within the City.
There should be a quasi district/zones etc set up to have one council position from those regions . This will keep them from being concentrated in one part of the City.
- We just moved here 7 months ago, from Santa Cruz, CA....we are very impressed with the city and how it works. Keep it up!
- Continue to be forward thinking, but open minded to making this a city that young people would like to live in.
- Would like more visually appealing medians on roadways. Even using drought tolerant material and rock would be a variance in color and design. The new landscaping on 423 is a nice example.
- It's become clear that the City needs to explore establishing a municipal utility in all seriousness. CoServ is not interested in what is best for our community and should be replaced.

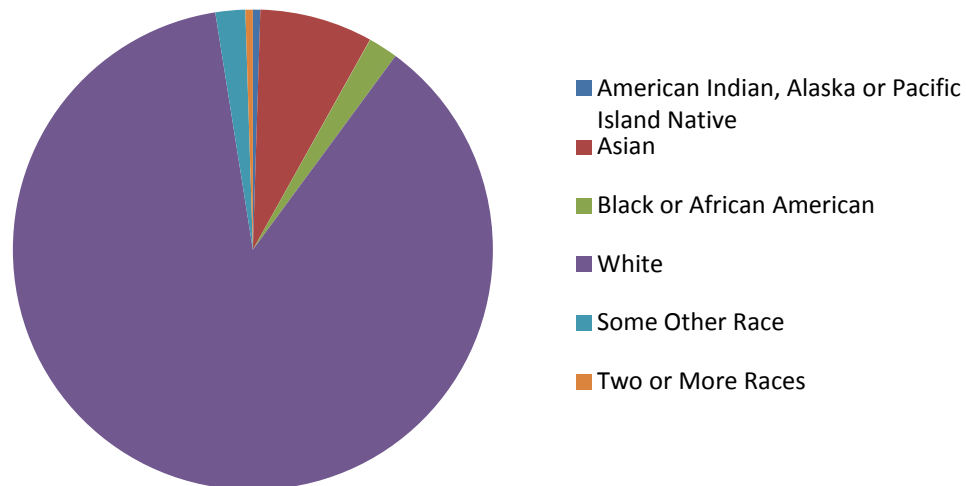
9. Which category below includes your age?		
Answer Options	Response Percent	Response Count
17 or younger	1.0%	2
18-20	0.0%	0
21-24	1.0%	2
25-34	10.9%	22
35-44	41.3%	83
45-54	19.9%	40
55-59	5.0%	10
60-64	7.5%	15
65-74	11.9%	24
75-84	1.5%	3
85 or older	0.0%	0
<i>answered question</i>		201
<i>skipped question</i>		9



10. What is your gender?		
Answer Options	Response Percent	Response Count
Female	56.2%	113
Male	43.8%	88
<i>answered question</i>		201
<i>skipped question</i>		9

11. Which race do you consider yourself?

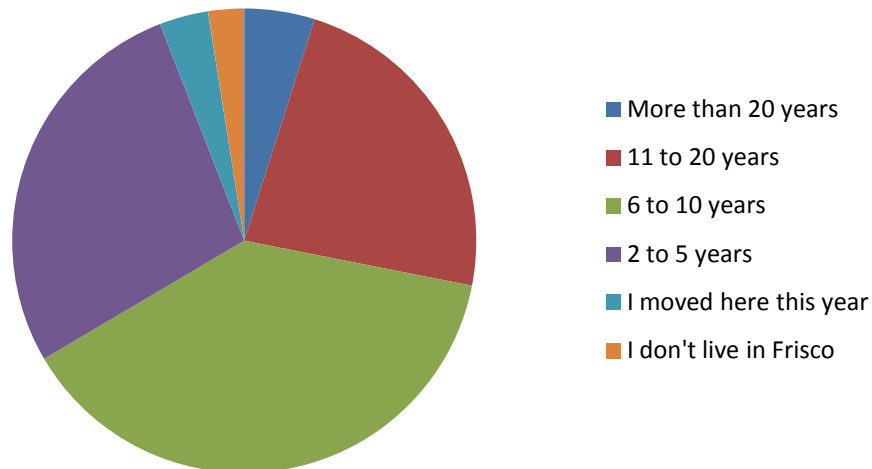
Answer Options	Response Percent	Response Count
American Indian, Alaska or Pacific Island Native	0.5%	1
Asian	7.6%	15
Black or African American	2.0%	4
White	87.3%	172
Some Other Race	2.0%	4
Two or More Races	0.5%	1
<i>answered question</i>		197
<i>skipped question</i>		13

Which race do you consider yourself?**12. Are you of Hispanic or Latino origin or descent?**

Answer Options	Response Percent	Response Count
Yes, Hispanic or Latino	5.7%	11
No, not Hispanic or Latino	94.3%	183
<i>answered question</i>		194
<i>skipped question</i>		16

13. How long have you lived in Frisco?		
Answer Options	Response Percent	Response Count
More than 20 years	4.9%	10
11 to 20 years	23.2%	47
6 to 10 years	38.4%	78
2 to 5 years	27.6%	56
I moved here this year	3.4%	7
I don't live in Frisco	2.5%	5
<i>answered question</i>		203
<i>skipped question</i>		7

How long have you lived in Frisco?

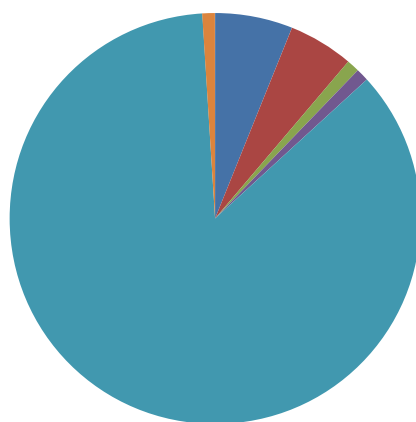


14. My current housing situation is

Answer Options	Response Percent	Response Count
I rent a single family detached home	6.1%	12
I own and live in a single family attached home (such as a townhome)	5.1%	10
I rent a single family attached home (such as a townhome)	1.0%	2
I rent an apartment in a multi-unit or mixed use building	1.0%	2
I own and live in a single family detached home	85.8%	169
None of these describes my housing situation	1.0%	2
Other (please specify)		5
answered question		197
skipped question		13

Other (please specify)

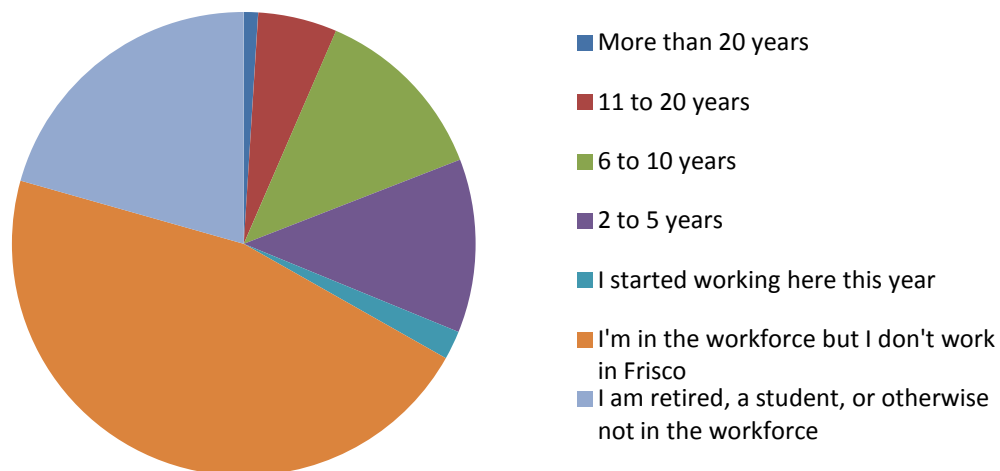
- Homeowner
- I live in Frisco Lakes.
- Thinking of moving to Frisco.
- I sold my home off of Teel Parkway in The Fairways thirteen (13) months ago. My oldest son graduated from Wakeland and my youngest son would be finishing his junior year there but decided to move to Odessa with his mother. I have just recently started looking for another home in the same general area as before.
- Note: the above descriptions are confusing. We live in an "deattached" residential home. Not a town home. A residential house, not attached to anything except a garage.

My current housing situation is

- I rent a single family detached home
- I own and live in a single family attached home (such as a townhome)
- I rent a single family attached home (such as a townhome)
- I rent an apartment in a multi-unit or mixed use building
- I own and live in a single family detached home
- None of these describes my housing situation

15. How long have you worked in Frisco?		
Answer Options	Response Percent	Response Count
More than 20 years	1.0%	2
11 to 20 years	5.5%	11
6 to 10 years	12.6%	25
2 to 5 years	12.1%	24
I started working here this year	2.0%	4
I'm in the workforce but I don't work in Frisco	46.2%	92
I am retired, a student, or otherwise not in the workforce	20.6%	41
<i>answered question</i>		199
<i>skipped question</i>		11

How long have you worked in Frisco?



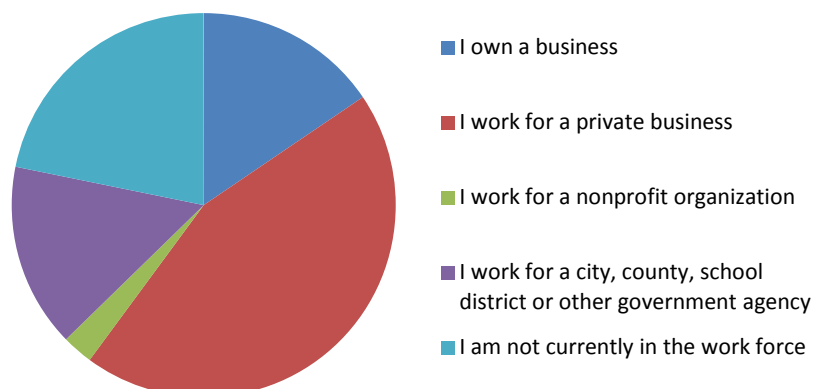
16. My current work situation is ...

Answer Options	Response Percent	Response Count
I own a business	15.5%	30
I work for a private business	44.6%	86
I work for a nonprofit organization	2.6%	5
I work for a city, county, school district or other government agency	15.5%	30
I am not currently in the work force	21.8%	42
Other (please specify)		22
answered question		193
skipped question		17

Other (please specify)

- A church
- transport industry
- Publicly owned multi-national corporation.
- A consultant based in Frisco, working for clients outside of Frisco.
- I own property in Frisco
- i work for a public corporation
- Healthcare Provider
- working as a full-time stay-at-home mom
- acute care hospital
- Volunteer full time as Chairman of Frisco Tea party
- I am an independent contractor at the present time. Previously worked for a large corporation.
- My husband works for a private business.
- I also work part time as an usher at Toyota Stadium but my full time job is in McKinney
- I also have my own business - and waiting to get my ideas patented, so that i can create a new job market and improve life in Frisco. Looking for support in that direction
- My wife works for a nonprofit org.
- retail
- I work with home builders and it makes me sick what is happening with the construction of new homes here. someone dropped the ball on this big time, allowing all the homes to look alike. and trust me, I hear it everyday. Someone is not monitoring a sad situation,
- I work for Bank of America in Plano. Large, multi-national companies with hq or North American offices bring high paying, executive jobs to the area that can buy expensive homes (finance, marketing, hr, sales executives, etc)
- I work for a Corporation.
- I am a mom
- I work from home.
- Home maker

My current work situation is ...



17. I currently work in:

Answer Options	Response Percent	Response Count
Frisco	32.3%	63
Within 5 minutes of Frisco	4.6%	9
Within 10 minutes of Frisco	3.6%	7
Within 15 minutes of Frisco	6.2%	12
Within 30 minutes of Frisco	15.9%	31
More than 30 minutes from Frisco	16.9%	33
I am not in the work force	20.5%	40
Other (please specify)		20
answered question		195
skipped question		15

Other (please specify)

- Live and work part time in Allen.
- I live in Plano and Frisco isn't that much different. Just newer. There isn't much to go for in Frisco, it's an illusion because it's newer. No big deal, in fact it's more dull.
- I work from home, my company is based in Addison.
- All over area -- visit clients
- 30 mile commute both ways to city of Dallas
- Work in Dallas
- Allen, TX
- Home office
- Area sales
- Perform volunteer work from my home and within surrounding area.
- 380 corridor toward McKinney
- I work in Plano
- My husband works 30 minutes from Frisco.
- I live here, but travel to another city for work.
- South-east corner of the Tollway and 121.
- Legacy / 121 but it can take 20 to 30 minutes to get there in the morning due to the crazy congestion around here.
- Work by the Shops at Legacy.
- Plano south
- Home office.
- I work from home for an online company.

I currently work in:

